

## BAB 6

### KESIMPULAN DAN SARAN

#### 6.1. Kesimpulan

Kesimpulan yang dapat diambil dari analisa dan pembahasan dari data yang telah diperoleh adalah:

1. Tingkat performansi *Lotte Mart* Semarang cukup baik dengan rata-rata persepsi pelanggan adalah 3,87. Tetapi responden masih mengharapkan peningkatan performansi dari perusahaan secara keseluruhan. Hal tersebut terlihat dari rata-rata *expectation* atau harapan yaitu 4,29.

Hasil perhitungan *GAP 5* dengan metode *Servqual* adalah *tangible* = - 0,38; *reliability* = -0,32; *responsiveness* = -0,67; *assurance* = -0,43; *emphaty* = -0,37.

2. Berdasarkan metode Analisis Faktor, atribut yang berpengaruh terhadap kepuasan pelanggan *Lotte Mart* adalah atribut P5T, P23E, P1T, P14RP, dan P18A. Sedangkan atribut yang mempunyai nilai *Gap* lima terbesar adalah P7T, P14RP, P12RP, P5T dan P13RP. Berdasarkan hasil diskusi dengan manajemen atribut yang diprioritaskan untuk perbaikan adalah P14RP (yang termasuk dalam *Gap* tertinggi dan faktor dominan), P7T, P12RP, P23E, dan P18A. Penyebab ketidakpuasan pelanggan antara karyawan kurang cepat tanggap dalam melayani pertanyaan mengenai produk, kondisi fasilitas penitipan barang yang kurang baik karena bergabung dengan *customer service*, pelanggan sulit menyampaikan keluhan, kurangnya inovasi program pendukung yang menarik pelanggan dan harga barang tidak sesuai *barcode*.

Usulan perbaikan yang diberikan pada *Lotte Mart* Semarang antara lain menambah jumlah karyawan yang kompeten di arena belanja sehingga dapat membantu pelanggan untuk mengetahui beberapa informasi yang dibutuhkan, melakukan perbaikan *layout* penitipan barang dan *customer service*, sehingga walaupun ruangan bercampur tiap bagian ruangan berfungsi sesuai dengan fungsi masing-masing penambahan media seperti form khusus yang berisi keluhan atau saran sehingga dapat menjadi wadah bagi pelanggan untuk menyalurkan saran dan keluhan mereka dan juga adanya arsip sebagai bahan perbaikan performansi perusahaan untuk kedepannya, perusahaan secara bertahap tiap tahunnya selalu

memperbaharui atau menambah program pendukung yang ada sesuai dengan keadaan pasar dan yang dapat menarik pelanggan baru untuk selalu datang dan memanfaatkan program tersebut, tata letak label harga di rak diatur dengan baik dan rapi sehingga tidak menimbulkan interpretasi yang salah dari pelanggan serta beberapa usulan lainnya. Untuk usulan dan pembahasan selengkapnya dapat dilihat pada bab 5.

3. Hasil analisis uji regresi yang menunjukkan bahwa kepuasan pelanggan (X1) dan adanya program pendukung (X2) berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Hal tersebut dilihat dari nilai persamaan yang didapat yaitu  $Y = 0,556X_1 + 0,331X_2$ , yang artinya kepuasan pelanggan berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai koefisien regresi sebesar 0,556 dan program pendukung berpengaruh positif dan signifikan terhadap loyalitas pelanggan dengan nilai koefisien regresi sebesar 0,331. Penilaian dari pelanggan mengenai kepuasan dan program pendukung lewat *score* yang mereka berikan dari 1 sampai dengan 5, semakin tinggi nilai X1 dan X2 maka nilai Y pun akan semakin tinggi. Nilai loyalitas yang didapat berada pada kisaran 0.887 sampai dengan 4.435. Maka, dapat dikaji bahwa semakin tercapainya kepuasan pelanggan dan adanya program yang menarik dan inovatif di *Lotte Mart* Semarang akan berdampak pada semakin tingginya tingkat loyalitas pelanggan.

## 6.2 Saran

Saran untuk penelitian selanjutnya adalah menggunakan metode *Servqual* dengan perhitungan dan pembahasan *Gap* yang berbeda karena pada penelitian ini hanya terbatas pada analisis *Gap* 5. Penelitian lainnya juga dapat dilakukan dengan membandingkan kualitas pelayanan pada jenis jasa retail yang berbeda.

## DAFTAR PUSTAKA

- Abu, Nor Khalidah. (2004). Service Quality Dimensions: A Study on Various Sizes of Grocery Retailers A conceptual Paper. *Journal of Industrial Engineering and Management*.
- Adi, Inna Sri Supina. (2011). Analisis Pelayanan Perpustakaan Bagi Mahasiswa S1 Reguler Jurusan Akuntansi Fakultas Ekonomi Universitas Pakuan.
- Anggraini, Kiki. (2003). Customer Relationship Management (CRM) pada Rumah Sakit Panti Rapih Yogyakarta. (Skripsi). Program Studi Teknik Industri, Fakultas Teknologi Industri, Universitas Atma Jaya Yogyakarta, Yogyakarta.
- Firmansyah, Agus. (2012). Analisis Penggunaan Akad Mudharabah Pada Pembiayaan Mikro Dalam Penyajian Laporan Keuangan. Skripsi, Universitas Pendidikan Indonesia.
- Ghozali, Imam. (2005). *Aplikasi Analisis Multivariate dalam Program SPSS*. Semarang: Bagian Penerbitan Universitas Diponegoro Semarang.
- Hadiyati, Ernani. (2009). Analisis Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan (Studi Kasus pada PT. Pos Indonesia (Persero) Kantor Pos Lawang).
- Jiwantara, Kusmara. dkk. (2012). Penerapan Metode Servqual Untuk Evaluasi Dan Perbaikan Kualitas Pelayanan Pada Kegiatan Penyuluhan Bahasa Indonesia Praktis Di Balai Bahasa Provinsi Sulawesi Utara. *Jurnal Statistika Fakultas Teknik Mesin Universitas Sam Ratulangi Manado*.
- Megawati, Yenli. (2006). Kualitas Pelayanan Terkait Dengan Kepuasan Konsumen Dalam Industri Jasa. *Business & Management Journal Bunda Mulia*, 2(1), 1-11.
- Musanto, Trisno. (2004). Faktor-Faktor Kepuasan Pelanggan dan Loyalitas Pelanggan: Studi Kasus pada CV. Sarana Media Advertising Surabaya. *Jurnal Manajemen & Kewirausahaan*, 6(2), 123-136.
- Pambudi, Bambang Setyo. (2005). Pengaruh Kinerja Pelayanan Terhadap Loyalitas Dengan Variabel Antara Kepuasan Konsumen Nasabah Bank Jatim. *Jurnal Fakultas Ekonomi Universitas Trunojoyo Surabaya*.

- Prasetyo, Widyanto. (2013). Pengaruh Kepuasan Kualitas, Kepercayaan, dan Kepuasan Terhadap Loyalitas Pelanggan. *Jurnal Manajemen Fakultas Ekonomi Universitas Dian Nuswantoro Semarang*.
- Purnamawati, Erlina. (2009). Analisis Kualitas Layanan dengan Metode Servqual dan AHP di Dinas Kependudukan dan Pencatatan Sipil di Surabaya.
- Tjiptono, Fandy. (2011). Pemasaran Jasa. Bayumedia Publishing: Jawa Timur.
- Yola, Melfa. (2013). Analisis Kepuasan Konsumen Terhadap Kualitas Pelayanan Dan Harga Produk Pada Supermarket Dengan Menggunakan Metode Importance Performance Analysis. *Jurnal Fakultas Teknik Industri Universitas Islam Negri Sultan Syarif Kasim Riau*.
- Yulianti, Fadma. (2011). Pengaruh Kualitas Jasa Terhadap Kepuasan Pelanggan Pada PT. Kerta Gaya Pusaka Cabang Banjarmasin. *Jurnal Spread*, 1(1), 23-35.
- Yuliani. (2010). Analisis Pengaruh Lokasi, Promosi dan Kualitas Layanan Terhadap Keputusan Membeli. *Jurnal Fakultas Ekonomi Universitas Diponegoro*.
- Widiawan, Kriswanto. (2004). Pemetaan Preferensi Konsumen Supermarket Dengan Metode Kano Berdasarkan Dimensi Servqual. *Jurnal Fakultas Teknologi Industri Universitas Kristen Petra Jakarta*.
- Widodo, Imam. (2005). Analisis Kepuasan Pelanggan Terhadap Kualitas Layanan. *Jurnal Fakultas Teknologi Industri Universitas Gajah Mada Yogyakarta*.
- Widyawati, Nurul. (2013). Pengaruh Kualitas Layanan Terhadap Loyalitas Pelanggan Di Supermarket Papaya Darmo Surabaya. *Jurnal Fakultas Ekonomi Sekolah Tinggi Ekonomi Indonesia Surabaya*.
- Zhang, Meimei. (2010). An Empirical Study of Influence Factors in Customer Loyalty for Department Store Service. *Journal of Industrial Engineering and Management*, 1(1), 1-15.





Lampiran 1  
Hasil Kuisisioner Pertama Kepuasan (Uji Validitas dan Reliabilitas)

| pertanyaan |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |
|------------|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 4          | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4  | 3  | 4  | 4  | 3  | 3  | 3  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  |
| 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4  | 4  | 3  | 5  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  |
| 3          | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3 | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  | 3  | 3  |
| 4          | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 4  |
| 4          | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
| 4          | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 3  | 4  | 4  | 5  | 4  | 4  | 5  | 5  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 3          | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3 | 3  | 3  | 3  | 3  | 3  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  |
| 5          | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5  | 4  | 5  | 4  | 5  | 5  | 3  | 5  | 5  | 4  | 4  | 4  | 5  | 4  | 4  |
| 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  |
| 4          | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4  | 4  | 5  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 3          | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4  | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 5  | 3  |
| 4          | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3  | 4  | 4  | 4  | 3  | 4  | 4  | 3  | 5  | 4  | 4  | 3  | 5  | 4  | 4  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4          | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 4  | 4  | 3  | 4  | 4  | 4  | 3  |
| 4          | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4 | 4  | 5  | 4  | 3  | 2  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 3  |
| 4          | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4  | 4  | 3  | 3  | 4  | 3  | 4  | 4  | 4  | 3  | 3  | 4  | 4  | 3  | 3  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 4          | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 4  | 5  |
| 4          | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4  | 4  | 4  | 4  | 3  | 3  | 4  | 3  | 3  | 3  | 4  | 4  | 3  | 3  | 4  |
| 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 4  | 4  | 3  | 4  | 4  | 4  |
| 5          | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5 | 4  | 5  | 4  | 5  | 3  | 5  | 5  | 4  | 5  | 4  | 5  | 4  | 5  | 5  | 5  |
| 4          | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5  | 4  | 5  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  | 4  | 4  |
| 5          | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 5  | 4  | 5  | 5  | 4  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 5  | 5  |
| 4          | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4  | 5  | 4  | 4  | 3  | 4  | 4  | 4  | 4  | 5  | 4  | 5  | 4  | 3  | 4  |
| 5          | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  | 5  | 5  | 5  | 4  | 5  | 5  | 5  |
| 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4  | 4  | 4  | 4  | 4  | 4  | 5  | 4  | 4  | 5  | 4  | 4  | 4  | 4  | 4  |

# Lampiran 1

## Hasil Kuisioner Pertama Loyalitas (Uji Validitas dan Reliabilitas)

| responden | LOYALITAS     |   |   |   |   |
|-----------|---------------|---|---|---|---|
|           | pernyataan ke |   |   |   |   |
|           | 1             | 2 | 3 | 4 | 5 |
| 1         | 4             | 3 | 4 | 4 | 3 |
| 2         | 4             | 4 | 3 | 4 | 3 |
| 3         | 3             | 4 | 4 | 3 | 3 |
| 4         | 4             | 4 | 3 | 4 | 4 |
| 5         | 4             | 4 | 3 | 4 | 4 |
| 6         | 4             | 4 | 4 | 3 | 4 |
| 7         | 5             | 4 | 4 | 4 | 4 |
| 8         | 4             | 4 | 4 | 4 | 4 |
| 9         | 3             | 3 | 3 | 4 | 4 |
| 10        | 5             | 4 | 5 | 5 | 5 |
| 11        | 4             | 4 | 4 | 4 | 4 |
| 12        | 4             | 4 | 5 | 4 | 4 |
| 13        | 4             | 4 | 4 | 4 | 4 |
| 14        | 4             | 3 | 4 | 4 | 3 |
| 15        | 3             | 4 | 4 | 3 | 5 |
| 16        | 4             | 4 | 4 | 4 | 4 |
| 17        | 3             | 4 | 4 | 3 | 4 |
| 18        | 4             | 5 | 4 | 4 | 4 |
| 19        | 4             | 4 | 3 | 4 | 4 |
| 20        | 4             | 4 | 4 | 4 | 4 |
| 21        | 4             | 4 | 4 | 4 | 4 |
| 22        | 3             | 4 | 5 | 4 | 4 |
| 23        | 4             | 4 | 4 | 3 | 3 |
| 24        | 4             | 4 | 4 | 4 | 4 |
| 25        | 4             | 5 | 4 | 5 | 5 |
| 26        | 5             | 4 | 5 | 5 | 4 |
| 27        | 5             | 4 | 5 | 5 | 5 |
| 28        | 4             | 5 | 4 | 4 | 4 |
| 29        | 5             | 4 | 5 | 4 | 5 |
| 30        | 4             | 5 | 4 | 4 | 4 |

**Lampiran 1****Hasil Kuisioner Pertama Program (Uji Validitas dan Reliabilitas)**

| responden | program       |   |   |
|-----------|---------------|---|---|
|           | pernyataan ke |   |   |
|           | 1             | 2 | 3 |
| 1         | 4             | 3 | 3 |
| 2         | 4             | 4 | 4 |
| 3         | 3             | 3 | 4 |
| 4         | 3             | 4 | 4 |
| 5         | 3             | 4 | 3 |
| 6         | 4             | 5 | 4 |
| 7         | 4             | 4 | 4 |
| 8         | 4             | 4 | 4 |
| 9         | 4             | 3 | 3 |
| 10        | 5             | 4 | 4 |
| 11        | 4             | 4 | 4 |
| 12        | 4             | 4 | 4 |
| 13        | 4             | 4 | 5 |
| 14        | 4             | 4 | 3 |
| 15        | 5             | 4 | 4 |
| 16        | 4             | 5 | 4 |
| 17        | 4             | 4 | 3 |
| 18        | 4             | 4 | 3 |
| 19        | 4             | 3 | 3 |
| 20        | 4             | 4 | 4 |
| 21        | 4             | 4 | 4 |
| 22        | 4             | 4 | 5 |
| 23        | 3             | 3 | 4 |
| 24        | 4             | 4 | 4 |
| 25        | 5             | 5 | 5 |
| 26        | 4             | 4 | 4 |
| 27        | 5             | 5 | 5 |
| 28        | 4             | 3 | 4 |
| 29        | 5             | 5 | 5 |
| 30        | 3             | 4 | 4 |

Lampiran 1

Hasil Kuisioner Pertama Data Responden Uji Validitas dan Reliabilitas)

| responden | pertanyaan    |           |           |
|-----------|---------------|-----------|-----------|
|           | jenis kelamin | pekerjaan | kunjungan |
| 1         | b             | b         | b         |
| 2         | b             | a         | a         |
| 3         | a             | c         | a         |
| 4         | a             | e         | a         |
| 5         | b             | c         | b         |
| 6         | b             | d         | a         |
| 7         | b             | d         | b         |
| 8         | a             | d         | a         |
| 9         | a             | e         | a         |
| 10        | a             | e         | a         |
| 11        | a             | e         | a         |
| 12        | b             | d         | c         |
| 13        | b             | d         | a         |
| 14        | b             | c         | a         |
| 15        | a             | c         | a         |
| 16        | a             | b         | a         |
| 17        | a             | b         | a         |
| 18        | b             | a         | c         |
| 19        | b             | b         | c         |
| 20        | a             | e         | b         |
| 21        | a             | d         | b         |
| 22        | a             | c         | a         |
| 23        | b             | c         | b         |
| 24        | a             | d         | a         |
| 25        | a             | e         | a         |
| 26        | a             | b         | a         |
| 27        | a             | c         | b         |
| 28        | b             | e         | a         |
| 29        | a             | d         | b         |
| 30        | a             | b         | c         |

| jenis kelamin |   |    |
|---------------|---|----|
| pria          | a | 18 |
| wanita        | b | 12 |
|               |   |    |
| pekerjaan     |   |    |
| mahasiswa     | a | 2  |
| wiraswasta    | b | 6  |
| swasta        | c | 7  |
| PNS           | d | 8  |
| lainlain      | e | 7  |
|               |   |    |
| kunjungan     |   |    |
| 1             | a | 18 |
| 2             | b | 8  |
| >2            | c | 4  |

Lampiran 2  
Hasil Kuisisioner Harapan Pelanggan

| responden | pe       |   |   |   |   |   |   |   |             |    |
|-----------|----------|---|---|---|---|---|---|---|-------------|----|
|           | Tangible |   |   |   |   |   |   |   | Reliability |    |
|           | 1        | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9           | 10 |
| 1         | 5        | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4           | 5  |
| 2         | 4        | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4           | 4  |
| 3         | 5        | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4           | 4  |
| 4         | 4        | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4           | 4  |
| 5         | 5        | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4           | 4  |
| 6         | 4        | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 7         | 4        | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4           | 4  |
| 8         | 5        | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5           | 4  |
| 9         | 4        | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 10        | 4        | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 11        | 4        | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 12        | 5        | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4           | 4  |
| 13        | 4        | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4           | 5  |
| 14        | 4        | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4           | 5  |
| 15        | 4        | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4           | 5  |
| 16        | 4        | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4           | 4  |
| 17        | 4        | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5           | 4  |
| 18        | 4        | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4           | 5  |
| 19        | 4        | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 20        | 5        | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4           | 4  |
| 21        | 5        | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4           | 4  |
| 22        | 4        | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4           | 4  |
| 23        | 5        | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4           | 5  |
| 24        | 4        | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4           | 4  |
| 25        | 5        | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4           | 5  |
| 26        | 5        | 4 | 5 | 5 | 4 | 5 | 4 | 5 | 4           | 5  |
| 27        | 5        | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 5           | 4  |
| 28        | 4        | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4           | 4  |
| 29        | 4        | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4           | 4  |
| 30        | 4        | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 31        | 4        | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4           | 5  |
| 32        | 4        | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4           | 4  |
| 33        | 5        | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 34        | 5        | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4           | 5  |
| 35        | 5        | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5           | 4  |
| 36        | 5        | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 37        | 4        | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4           | 4  |
| 38        | 4        | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5           | 5  |
| 39        | 4        | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4           | 4  |
| 40        | 5        | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4           | 4  |
| 41        | 5        | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4           | 4  |
| 42        | 4        | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4           | 5  |
| 43        | 4        | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4           | 5  |
| 44        | 4        | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 5           | 4  |
| 45        | 4        | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4           | 5  |
| 46        | 5        | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5           | 4  |
| 47        | 4        | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4           | 5  |
| 48        | 5        | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4           | 4  |
| 49        | 4        | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 50        | 5        | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4           | 4  |
| 51        | 4        | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4           | 4  |
| 52        | 4        | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4           | 4  |
| 53        | 4        | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 54        | 4        | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5           | 4  |
| 55        | 3        | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 4           | 4  |
| 56        | 4        | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4           | 4  |

|    |   |   |   |   |   |   |   |   |   |   |
|----|---|---|---|---|---|---|---|---|---|---|
| 57 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 |
| 58 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 59 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 60 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 61 | 4 | 4 | 4 | 5 | 4 | 5 | 3 | 4 | 4 | 5 |
| 62 | 4 | 4 | 4 | 4 | 4 | 5 | 2 | 4 | 5 | 5 |
| 63 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 64 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 65 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 66 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 67 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 |
| 68 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 5 |
| 69 | 3 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 5 |
| 70 | 4 | 3 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 |
| 71 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 |
| 72 | 3 | 4 | 5 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 73 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 74 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 75 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 76 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 77 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 78 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 79 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 80 | 5 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 5 |
| 81 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 |
| 82 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 |
| 83 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 84 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 4 |
| 85 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 |
| 86 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 |
| 87 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 88 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 |
| 89 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 |
| 90 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 4 |
| 91 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 | 5 |
| 92 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 93 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 |
| 94 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 95 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 4 | 4 |
| 96 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |

4.25 4.13 4.24 4.21 4.31 4.32 4.25 4.30 4.22 4.29

Rata-Rata Jawaban

4.29

| Pertanyaan (harapan) |                |    |    |           |    |    |    |    |         |    |    |
|----------------------|----------------|----|----|-----------|----|----|----|----|---------|----|----|
|                      | Responsiveness |    |    | Assurance |    |    |    |    | Emphaty |    |    |
| 11                   | 12             | 13 | 14 | 15        | 17 | 18 | 19 | 20 | 22      | 23 | 24 |
| 4                    | 5              | 4  | 5  | 5         | 4  | 5  | 5  | 4  | 4       | 5  | 4  |
| 4                    | 5              | 5  | 5  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 5  | 5  | 4  | 4  | 5       | 3  | 5  |
| 4                    | 4              | 5  | 4  | 4         | 4  | 4  | 4  | 5  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 5  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 5  | 4         | 5  | 4  | 5  | 5  | 4       | 5  | 5  |
| 4                    | 5              | 4  | 5  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 5  | 5  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 5         | 4  | 4  | 4  | 5  | 4       | 3  | 3  |
| 5                    | 4              | 4  | 4  | 5         | 5  | 5  | 4  | 4  | 5       | 4  | 4  |
| 4                    | 5              | 5  | 4  | 4         | 4  | 4  | 4  | 5  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 5                    | 4              | 5  | 4  | 5         | 5  | 4  | 5  | 4  | 3       | 5  | 5  |
| 5                    | 5              | 4  | 5  | 4         | 5  | 5  | 4  | 4  | 5       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 5              | 4  | 4  | 4         | 5  | 4  | 4  | 5  | 4       | 4  | 4  |
| 4                    | 4              | 5  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 5  | 5  | 4       | 4  | 5  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 5                    | 4              | 4  | 4  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 5  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 5  | 4  | 3       | 3  | 4  |
| 4                    | 5              | 5  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 5  | 5  | 5         | 5  | 4  | 5  | 5  | 5       | 5  | 5  |
| 5                    | 5              | 4  | 4  | 4         | 5  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 5              | 5  | 5  | 5         | 5  | 5  | 5  | 5  | 5       | 5  | 5  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 4  | 5  | 4  | 4       | 3  | 4  |
| 4                    | 4              | 4  | 4  | 5         | 5  | 5  | 5  | 5  | 5       | 5  | 5  |
| 4                    | 4              | 4  | 4  | 5         | 4  | 5  | 5  | 4  | 4       | 4  | 4  |
| 5                    | 5              | 4  | 5  | 5         | 5  | 4  | 5  | 3  | 4       | 3  | 5  |
| 4                    | 5              | 5  | 4  | 5         | 5  | 5  | 5  | 4  | 5       | 4  | 4  |
| 5                    | 5              | 5  | 5  | 4         | 4  | 4  | 4  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 5  | 4  | 4         | 5  | 4  | 4  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 5  | 4  | 4  | 4       | 5  | 4  |
| 4                    | 5              | 4  | 5  | 5         | 5  | 5  | 4  | 4  | 4       | 4  | 4  |
| 5                    | 4              | 5  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 5  |
| 4                    | 5              | 5  | 5  | 4         | 4  | 5  | 4  | 5  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 5  | 4         | 5  | 5  | 4  | 4  | 4       | 4  | 5  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 5  | 5  | 3         | 4  | 4  | 5  | 4  | 4       | 4  | 5  |
| 5                    | 4              | 5  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 5  |
| 5                    | 5              | 5  | 4  | 4         | 5  | 4  | 5  | 4  | 5       | 4  | 4  |
| 4                    | 5              | 5  | 5  | 4         | 4  | 4  | 4  | 4  | 4       | 5  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 4  | 5  | 4       | 5  | 4  |
| 4                    | 4              | 4  | 5  | 4         | 4  | 4  | 5  | 5  | 5       | 4  | 5  |
| 4                    | 5              | 4  | 5  | 5         | 4  | 4  | 4  | 4  | 5       | 5  | 4  |
| 4                    | 5              | 5  | 5  | 5         | 5  | 4  | 4  | 5  | 5       | 5  | 5  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 5  | 4  | 4       | 5  | 4  |
| 4                    | 4              | 5  | 4  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 5  | 4  | 4  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 4  | 5  | 4         | 5  | 4  | 4  | 5  | 4       | 5  | 4  |
| 4                    | 5              | 4  | 5  | 4         | 4  | 5  | 5  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 5  | 5  | 4         | 5  | 4  | 4  | 4  | 4       | 4  | 5  |
| 4                    | 4              | 4  | 4  | 4         | 4  | 4  | 5  | 4  | 4       | 5  | 4  |
| 4                    | 4              | 5  | 4  | 4         | 4  | 5  | 4  | 4  | 4       | 4  | 4  |
| 4                    | 4              | 4  | 4  | 4         | 5  | 4  | 4  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 4  | 5  | 4         | 5  | 4  | 4  | 5  | 4       | 5  | 4  |
| 4                    | 5              | 4  | 5  | 4         | 4  | 5  | 5  | 4  | 5       | 4  | 5  |
| 4                    | 4              | 5  | 5  | 4         | 5  | 4  | 4  | 4  | 4       | 4  | 5  |
| 5                    | 4              | 4  | 4  | 5         | 5  | 4  | 4  | 4  | 4       | 5  | 5  |



|   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 4 |
| 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 4 | 5 | 4 |
| 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 5 |
| 4 | 4 | 5 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |
| 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 5 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 5 | 4 |
| 4 | 4 | 4 | 5 | 5 | 5 | 4 | 5 | 4 | 4 | 5 | 5 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 5 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 |
| 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |
| 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 |

4.26 4.31 4.39 4.45 4.32 4.41 4.26 4.30 4.22 4.27 4.24 4.39

Lampiran 2

Hasil Kuisioner Persepsi Pelanggan

| responden | Pertanyaan |   |   |   |   |   |   |   |             |    |
|-----------|------------|---|---|---|---|---|---|---|-------------|----|
|           | Tangible   |   |   |   |   |   |   |   | Reliability |    |
|           | 1          | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9           | 10 |
| 1         | 4          | 5 | 4 | 3 | 3 | 4 | 3 | 4 | 4           | 4  |
| 2         | 4          | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4           | 4  |
| 3         | 3          | 4 | 5 | 3 | 3 | 4 | 3 | 4 | 3           | 4  |
| 4         | 4          | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 4           | 4  |
| 5         | 4          | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 5  |
| 6         | 4          | 4 | 4 | 4 | 4 | 5 | 4 | 5 | 5           | 5  |
| 7         | 3          | 4 | 5 | 2 | 2 | 4 | 4 | 5 | 4           | 5  |
| 8         | 4          | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 9         | 3          | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3           | 3  |
| 10        | 5          | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 4           | 5  |
| 11        | 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4           | 4  |
| 12        | 4          | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4           | 4  |
| 13        | 4          | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4           | 4  |
| 14        | 3          | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4           | 4  |
| 15        | 4          | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4           | 3  |
| 16        | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 17        | 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4           | 3  |
| 18        | 4          | 4 | 4 | 4 | 4 | 3 | 2 | 4 | 4           | 4  |
| 19        | 4          | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3           | 4  |
| 20        | 4          | 4 | 5 | 4 | 4 | 4 | 2 | 5 | 4           | 4  |
| 21        | 4          | 4 | 5 | 2 | 2 | 4 | 4 | 4 | 4           | 4  |
| 22        | 4          | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 3  |
| 23        | 4          | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3           | 4  |
| 24        | 5          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4           | 4  |
| 25        | 5          | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 5           | 4  |
| 26        | 4          | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4           | 5  |
| 27        | 5          | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5           | 5  |
| 28        | 4          | 4 | 4 | 4 | 1 | 4 | 3 | 3 | 3           | 4  |
| 29        | 5          | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5           | 5  |
| 30        | 4          | 4 | 4 | 4 | 1 | 4 | 4 | 4 | 4           | 4  |
| 31        | 3          | 3 | 3 | 4 | 4 | 3 | 3 | 3 | 3           | 3  |
| 32        | 5          | 5 | 5 | 4 | 5 | 4 | 3 | 5 | 4           | 5  |
| 33        | 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4           | 4  |
| 34        | 4          | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4           | 4  |
| 35        | 4          | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4           | 4  |
| 36        | 3          | 4 | 4 | 2 | 1 | 4 | 4 | 3 | 5           | 4  |
| 37        | 4          | 5 | 3 | 4 | 5 | 4 | 3 | 4 | 4           | 3  |
| 38        | 4          | 5 | 3 | 4 | 3 | 4 | 4 | 4 | 4           | 4  |
| 39        | 4          | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4           | 3  |
| 40        | 4          | 4 | 4 | 3 | 4 | 3 | 2 | 4 | 4           | 4  |
| 41        | 4          | 3 | 4 | 4 | 4 | 4 | 2 | 4 | 3           | 4  |
| 42        | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 43        | 4          | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 4  |
| 44        | 5          | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4           | 3  |
| 45        | 4          | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3           | 4  |
| 46        | 4          | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4           | 4  |
| 47        | 5          | 4 | 4 | 3 | 5 | 5 | 3 | 5 | 5           | 4  |
| 48        | 4          | 3 | 4 | 4 | 2 | 4 | 3 | 4 | 3           | 4  |
| 49        | 4          | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 4           | 4  |
| 50        | 3          | 4 | 3 | 3 | 3 | 4 | 4 | 3 | 3           | 3  |
| 51        | 4          | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4           | 4  |
| 52        | 4          | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 5           | 4  |

|   |   |   |   |   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 53  | 4 | 4 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 3 |
| 54  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 55  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 56  | 3 | 4 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 |
| 57  | 4 | 4 | 4 | 4 | 2 | 4 | 3 | 4 | 4 | 4 | 4 |
| 58  | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 5 | 4 | 3 |
| 59  | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 |
| 60  | 5 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 61  | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 |
| 62  | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 5 |
| 63  | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 4 | 3 | 4 | 4 |
| 64  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 65  | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 66  | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 3 | 4 |
| 67  | 4 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 5 | 4 | 4 |
| 68  | 4 | 4 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 4 | 4 |
| 69  | 5 | 4 | 4 | 4 | 5 | 4 | 3 | 5 | 5 | 4 | 5 |
| 70  | 4 | 3 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 4 | 3 |
| 71  | 4 | 4 | 4 | 4 | 2 | 5 | 4 | 4 | 4 | 4 | 3 |
| 72  | 3 | 4 | 3 | 3 | 3 | 5 | 3 | 3 | 3 | 4 | 4 |
| 73  | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 74  | 4 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 75  | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| 76  | 5 | 3 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 77  | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 |
| 78  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 |
| 79  | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 |
| 80  | 3 | 4 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 |
| 81  | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 4 | 5 | 4 |
| 82  | 4 | 4 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 2 |
| 83  | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 84  | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 85  | 3 | 5 | 4 | 4 | 3 | 5 | 4 | 3 | 5 | 4 | 3 |
| 86  | 4 | 3 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 5 | 4 |
| 87  | 4 | 4 | 4 | 4 | 2 | 4 | 4 | 4 | 4 | 4 | 4 |
| 88  | 4 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 4 | 4 | 4 |
| 89  | 4 | 4 | 4 | 4 | 3 | 3 | 2 | 4 | 4 | 4 | 5 |
| 90  | 4 | 5 | 4 | 3 | 3 | 5 | 4 | 4 | 3 | 4 | 4 |
| 91  | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 |
| 92  | 5 | 4 | 4 | 3 | 3 | 4 | 3 | 4 | 3 | 4 | 4 |
| 93  | 4 | 5 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 4 | 4 |
| 94  | 5 | 4 | 4 | 4 | 2 | 5 | 3 | 5 | 5 | 4 | 5 |
| 95  | 5 | 3 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 |
| 96  | 4 | 4 | 4 | 2 | 3 | 4 | 4 | 4 | 4 | 4 | 4 |
| <div>4.01      4.08      4.05      3.68      3.61      4.02      3.46      4.05      3.96      3.99      3.85</div> |   |   |   |   |   |   |   |   |   |   |   |

Rata-Rata Jawaban

3.87

| (Persepsi )    |    |    |           |    |    |    |    |         |    |    |
|----------------|----|----|-----------|----|----|----|----|---------|----|----|
| Responsiveness |    |    | Assurance |    |    |    |    | Emphaty |    |    |
| 12             | 13 | 14 | 15        | 17 | 18 | 19 | 20 | 22      | 23 | 24 |
| 3              | 4  | 4  | 4         | 4  | 3  | 4  | 3  | 4       | 4  | 5  |
| 3              | 5  | 4  | 4         | 4  | 4  | 5  | 4  | 3       | 4  | 4  |
| 4              | 4  | 5  | 4         | 4  | 4  | 4  | 4  | 3       | 3  | 3  |
| 3              | 4  | 5  | 4         | 4  | 2  | 4  | 3  | 4       | 4  | 4  |
| 3              | 4  | 4  | 4         | 4  | 2  | 4  | 4  | 4       | 4  | 3  |
| 4              | 5  | 4  | 4         | 3  | 4  | 4  | 5  | 4       | 2  | 5  |
| 4              | 4  | 4  | 4         | 4  | 4  | 4  | 2  | 4       | 4  | 5  |
| 4              | 3  | 4  | 4         | 4  | 4  | 4  | 4  | 3       | 4  | 4  |
| 3              | 3  | 3  | 3         | 4  | 4  | 3  | 3  | 4       | 3  | 3  |
| 5              | 4  | 5  | 5         | 5  | 5  | 4  | 4  | 5       | 4  | 4  |
| 2              | 4  | 3  | 4         | 4  | 4  | 4  | 3  | 4       | 4  | 4  |
| 5              | 3  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 3  | 4  |
| 4              | 4  | 3  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 3  |
| 2              | 4  | 4  | 4         | 4  | 3  | 3  | 4  | 3       | 5  | 3  |
| 2              | 4  | 3  | 5         | 3  | 5  | 4  | 3  | 5       | 4  | 4  |
| 4              | 4  | 4  | 5         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4              | 3  | 3  | 4         | 3  | 4  | 4  | 3  | 4       | 4  | 3  |
| 4              | 3  | 2  | 4         | 4  | 3  | 4  | 2  | 4       | 4  | 3  |
| 3              | 3  | 4  | 3         | 4  | 3  | 3  | 3  | 4       | 3  | 3  |
| 4              | 4  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4              | 4  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 5              | 4  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 3  |
| 4              | 4  | 3  | 3         | 5  | 3  | 3  | 4  | 5       | 3  | 4  |
| 4              | 4  | 3  | 3         | 4  | 4  | 5  | 2  | 4       | 2  | 4  |
| 4              | 5  | 3  | 5         | 4  | 5  | 4  | 5  | 5       | 5  | 5  |
| 3              | 4  | 4  | 4         | 5  | 4  | 4  | 4  | 4       | 4  | 4  |
| 2              | 5  | 4  | 5         | 5  | 5  | 5  | 5  | 5       | 5  | 5  |
| 4              | 4  | 3  | 4         | 4  | 4  | 5  | 3  | 4       | 4  | 4  |
| 5              | 5  | 4  | 5         | 5  | 5  | 5  | 5  | 5       | 5  | 5  |
| 4              | 4  | 4  | 4         | 4  | 2  | 5  | 4  | 4       | 4  | 4  |
| 3              | 3  | 3  | 3         | 4  | 2  | 3  | 3  | 4       | 3  | 4  |
| 5              | 4  | 5  | 5         | 5  | 3  | 4  | 3  | 5       | 4  | 4  |
| 4              | 4  | 3  | 4         | 4  | 4  | 4  | 3  | 4       | 4  | 5  |
| 2              | 3  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 3  |
| 3              | 4  | 3  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 4              | 4  | 4  | 3         | 4  | 3  | 3  | 4  | 5       | 5  | 3  |
| 4              | 4  | 3  | 4         | 3  | 5  | 4  | 4  | 5       | 4  | 4  |
| 4              | 4  | 4  | 4         | 4  | 4  | 3  | 4  | 4       | 4  | 4  |
| 4              | 3  | 3  | 3         | 3  | 4  | 5  | 3  | 4       | 4  | 3  |
| 4              | 3  | 2  | 4         | 4  | 4  | 5  | 4  | 4       | 4  | 3  |
| 2              | 3  | 4  | 3         | 5  | 3  | 3  | 3  | 4       | 3  | 3  |
| 4              | 4  | 4  | 4         | 4  | 2  | 4  | 4  | 4       | 4  | 4  |
| 4              | 4  | 4  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 5              | 4  | 4  | 4         | 4  | 4  | 4  | 2  | 4       | 4  | 5  |
| 4              | 4  | 5  | 5         | 3  | 5  | 3  | 4  | 3       | 3  | 4  |
| 4              | 4  | 3  | 4         | 4  | 4  | 4  | 4  | 4       | 4  | 4  |
| 2              | 3  | 3  | 5         | 4  | 5  | 4  | 5  | 5       | 5  | 5  |
| 4              | 4  | 3  | 3         | 4  | 3  | 3  | 4  | 3       | 3  | 4  |
| 3              | 3  | 4  | 4         | 5  | 2  | 4  | 2  | 3       | 4  | 4  |
| 4              | 4  | 4  | 4         | 3  | 3  | 5  | 4  | 3       | 3  | 3  |
| 3              | 4  | 4  | 4         | 4  | 4  | 4  | 3  | 4       | 4  | 2  |
| 2              | 4  | 4  | 4         | 4  | 3  | 4  | 4  | 4       | 4  | 3  |

|      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|
| 2    | 5    | 4    | 4    | 3    | 4    | 4    | 5    | 4    | 5    | 5    |
| 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    |
| 3    | 3    | 3    | 3    | 4    | 4    | 3    | 3    | 4    | 3    | 3    |
| 4    | 4    | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 3    |
| 4    | 4    | 4    | 3    | 4    | 3    | 3    | 4    | 4    | 5    | 3    |
| 3    | 4    | 3    | 4    | 3    | 2    | 4    | 4    | 5    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 4    | 3    | 3    | 4    | 5    | 4    | 4    | 3    | 4    | 4    | 3    |
| 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 3    |
| 3    | 3    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 3    | 3    |
| 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 3    | 4    |
| 5    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    |
| 2    | 4    | 3    | 3    | 3    | 3    | 3    | 4    | 3    | 3    | 3    |
| 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 2    | 5    | 3    | 5    | 4    | 5    | 4    | 5    | 5    | 5    | 5    |
| 4    | 4    | 3    | 3    | 4    | 3    | 5    | 4    | 3    | 3    | 4    |
| 3    | 5    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 3    | 5    | 4    | 3    | 3    | 3    |
| 3    | 3    | 4    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    |
| 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    | 3    |
| 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    | 5    | 5    |
| 3    | 4    | 4    | 4    | 5    | 3    | 4    | 4    | 4    | 4    | 4    |
| 4    | 5    | 4    | 4    | 3    | 2    | 4    | 3    | 4    | 5    | 4    |
| 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    |
| 3    | 3    | 5    | 3    | 4    | 4    | 4    | 3    | 4    | 5    | 3    |
| 3    | 3    | 5    | 5    | 5    | 5    | 5    | 4    | 5    | 4    | 2    |
| 4    | 4    | 3    | 4    | 4    | 4    | 4    | 2    | 4    | 4    | 5    |
| 5    | 3    | 4    | 4    | 4    | 4    | 5    | 4    | 4    | 4    | 4    |
| 4    | 4    | 3    | 4    | 4    | 4    | 4    | 4    | 4    | 3    | 4    |
| 4    | 4    | 4    | 3    | 5    | 3    | 4    | 4    | 3    | 5    | 3    |
| 4    | 4    | 3    | 4    | 3    | 5    | 5    | 4    | 5    | 4    | 4    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 4    | 3    | 3    | 4    | 5    | 4    | 4    | 3    | 4    | 3    | 2    |
| 4    | 3    | 5    | 4    | 5    | 4    | 4    | 4    | 4    | 4    | 3    |
| 3    | 3    | 4    | 3    | 4    | 4    | 3    | 3    | 4    | 3    | 3    |
| 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    |
| 4    | 4    | 3    | 3    | 3    | 3    | 3    | 2    | 4    | 3    | 5    |
| 3    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 4    | 5    |
| 4    | 4    | 4    | 5    | 5    | 4    | 5    | 4    | 5    | 5    | 5    |
| 4    | 4    | 3    | 3    | 5    | 3    | 4    | 3    | 5    | 4    | 4    |
| 3    | 4    | 4    | 4    | 4    | 2    | 4    | 4    | 4    | 4    | 5    |
| 3.60 | 3.82 | 3.72 | 3.94 | 4.03 | 3.71 | 4.00 | 3.71 | 4.04 | 3.91 | 3.83 |

Lampiran 2

Hasil Kuisisioner Loyalitas Pelanggan

| responden | LOYALITAS     |   |   |   |
|-----------|---------------|---|---|---|
|           | pernyataan ke |   |   |   |
|           | 1             | 3 | 4 | 5 |
| 1         | 4             | 2 | 5 | 3 |
| 2         | 2             | 3 | 5 | 4 |
| 3         | 3             | 4 | 4 | 4 |
| 4         | 2             | 4 | 5 | 4 |
| 5         | 4             | 5 | 3 | 4 |
| 6         | 4             | 5 | 4 | 4 |
| 7         | 3             | 4 | 5 | 3 |
| 8         | 4             | 3 | 5 | 4 |
| 9         | 3             | 3 | 3 | 4 |
| 10        | 5             | 5 | 4 | 4 |
| 11        | 3             | 4 | 4 | 4 |
| 12        | 3             | 4 | 5 | 4 |
| 13        | 4             | 3 | 4 | 4 |
| 14        | 4             | 4 | 3 | 3 |
| 15        | 3             | 4 | 3 | 5 |
| 16        | 4             | 4 | 4 | 4 |
| 17        | 2             | 4 | 3 | 5 |
| 18        | 4             | 4 | 3 | 4 |
| 19        | 4             | 3 | 3 | 4 |
| 20        | 4             | 4 | 4 | 4 |
| 21        | 3             | 4 | 4 | 4 |
| 22        | 3             | 5 | 4 | 4 |
| 23        | 4             | 3 | 3 | 5 |
| 24        | 3             | 4 | 3 | 5 |
| 25        | 4             | 4 | 5 | 5 |
| 26        | 5             | 4 | 4 | 4 |
| 27        | 5             | 5 | 5 | 5 |
| 28        | 4             | 4 | 3 | 4 |
| 29        | 5             | 3 | 5 | 5 |
| 30        | 4             | 4 | 4 | 4 |
| 31        | 4             | 4 | 3 | 2 |
| 32        | 4             | 4 | 4 | 4 |
| 33        | 4             | 4 | 4 | 3 |
| 34        | 4             | 4 | 3 | 3 |
| 35        | 4             | 4 | 4 | 4 |
| 36        | 3             | 4 | 3 | 4 |
| 37        | 4             | 4 | 4 | 4 |
| 38        | 3             | 4 | 4 | 4 |
| 39        | 4             | 4 | 4 | 3 |
| 40        | 4             | 3 | 4 | 4 |
| 41        | 4             | 4 | 3 | 3 |
| 42        | 4             | 3 | 4 | 4 |
| 43        | 5             | 2 | 4 | 4 |
| 44        | 4             | 4 | 3 | 5 |
| 45        | 4             | 4 | 4 | 4 |
| 46        | 4             | 4 | 4 | 4 |

|    |   |   |   |   |
|----|---|---|---|---|
| 47 | 5 | 4 | 4 | 4 |
| 48 | 5 | 5 | 4 | 5 |
| 49 | 4 | 4 | 3 | 4 |
| 50 | 4 | 3 | 3 | 4 |
| 51 | 4 | 4 | 3 | 3 |
| 52 | 3 | 4 | 4 | 4 |
| 53 | 4 | 4 | 4 | 4 |
| 54 | 4 | 3 | 5 | 4 |
| 55 | 4 | 4 | 4 | 4 |
| 56 | 4 | 4 | 3 | 3 |
| 57 | 4 | 3 | 4 | 4 |
| 58 | 4 | 3 | 3 | 4 |
| 59 | 4 | 4 | 3 | 4 |
| 60 | 4 | 4 | 4 | 4 |
| 61 | 4 | 4 | 3 | 4 |
| 62 | 3 | 5 | 3 | 4 |
| 63 | 4 | 3 | 3 | 4 |
| 64 | 4 | 4 | 4 | 4 |
| 65 | 4 | 5 | 4 | 4 |
| 66 | 5 | 4 | 4 | 4 |
| 67 | 4 | 3 | 4 | 3 |
| 68 | 3 | 4 | 4 | 4 |
| 69 | 4 | 4 | 4 | 4 |
| 70 | 4 | 3 | 4 | 4 |
| 71 | 4 | 4 | 3 | 4 |
| 72 | 4 | 3 | 3 | 4 |
| 73 | 3 | 5 | 4 | 4 |
| 74 | 4 | 3 | 4 | 4 |
| 75 | 4 | 3 | 4 | 4 |
| 76 | 4 | 4 | 4 | 4 |
| 77 | 5 | 4 | 4 | 4 |
| 78 | 5 | 4 | 4 | 4 |
| 79 | 3 | 5 | 4 | 4 |
| 80 | 4 | 3 | 4 | 3 |
| 81 | 4 | 4 | 4 | 5 |
| 82 | 3 | 3 | 4 | 4 |
| 83 | 4 | 4 | 4 | 4 |
| 84 | 4 | 4 | 3 | 5 |
| 85 | 3 | 4 | 4 | 4 |
| 86 | 4 | 3 | 5 | 4 |
| 87 | 3 | 4 | 4 | 4 |
| 88 | 3 | 4 | 4 | 4 |
| 89 | 4 | 4 | 3 | 4 |
| 90 | 3 | 4 | 3 | 4 |
| 91 | 4 | 4 | 4 | 4 |
| 92 | 4 | 4 | 3 | 4 |
| 93 | 3 | 4 | 4 | 4 |
| 94 | 4 | 5 | 5 | 4 |
| 95 | 3 | 4 | 4 | 4 |
| 96 | 4 | 3 | 4 | 4 |

## Lampiran 2

### Hasil Kuisisioner Program Pendukung

| responden | program       |   |   |
|-----------|---------------|---|---|
|           | pernyataan ke |   |   |
|           | 1             | 2 | 3 |
| 1         | 4             | 4 | 3 |
| 2         | 4             | 3 | 4 |
| 3         | 4             | 4 | 3 |
| 4         | 3             | 4 | 4 |
| 5         | 4             | 4 | 4 |
| 6         | 4             | 4 | 4 |
| 7         | 3             | 4 | 4 |
| 8         | 4             | 4 | 4 |
| 9         | 4             | 3 | 3 |
| 10        | 5             | 4 | 4 |
| 11        | 3             | 4 | 4 |
| 12        | 4             | 4 | 4 |
| 13        | 4             | 4 | 4 |
| 14        | 4             | 3 | 3 |
| 15        | 3             | 4 | 4 |
| 16        | 4             | 4 | 4 |
| 17        | 4             | 3 | 4 |
| 18        | 4             | 3 | 4 |
| 19        | 4             | 3 | 3 |
| 20        | 4             | 4 | 4 |
| 21        | 4             | 4 | 4 |
| 22        | 4             | 4 | 5 |
| 23        | 4             | 4 | 3 |
| 24        | 4             | 4 | 3 |
| 25        | 4             | 4 | 4 |
| 26        | 4             | 4 | 4 |
| 27        | 5             | 5 | 5 |
| 28        | 4             | 4 | 3 |
| 29        | 5             | 4 | 4 |
| 30        | 3             | 4 | 4 |
| 31        | 3             | 4 | 3 |
| 32        | 4             | 5 | 4 |
| 33        | 4             | 4 | 4 |
| 34        | 4             | 4 | 4 |
| 35        | 4             | 3 | 3 |
| 36        | 4             | 4 | 4 |
| 37        | 4             | 4 | 4 |
| 38        | 4             | 4 | 4 |
| 39        | 4             | 4 | 3 |
| 40        | 4             | 3 | 4 |
| 41        | 4             | 4 | 3 |
| 42        | 3             | 4 | 4 |
| 43        | 4             | 4 | 4 |



|    |   |   |   |
|----|---|---|---|
| 44 | 4 | 4 | 4 |
| 45 | 4 | 3 | 4 |
| 46 | 4 | 4 | 4 |
| 47 | 4 | 5 | 4 |
| 48 | 4 | 4 | 5 |
| 49 | 3 | 4 | 4 |
| 50 | 4 | 4 | 4 |
| 51 | 3 | 3 | 5 |
| 52 | 3 | 4 | 4 |
| 53 | 4 | 4 | 5 |
| 54 | 5 | 5 | 4 |
| 55 | 4 | 4 | 4 |
| 56 | 5 | 3 | 3 |
| 57 | 4 | 4 | 3 |
| 58 | 3 | 4 | 4 |
| 59 | 3 | 4 | 4 |
| 60 | 4 | 4 | 5 |
| 61 | 4 | 3 | 4 |
| 62 | 4 | 4 | 4 |
| 63 | 3 | 4 | 4 |
| 64 | 4 | 4 | 4 |
| 65 | 5 | 4 | 4 |
| 66 | 4 | 4 | 4 |
| 67 | 3 | 4 | 3 |
| 68 | 4 | 4 | 5 |
| 69 | 4 | 4 | 4 |
| 70 | 4 | 4 | 4 |
| 71 | 4 | 4 | 3 |
| 72 | 4 | 4 | 4 |
| 73 | 4 | 4 | 4 |
| 74 | 4 | 4 | 3 |
| 75 | 3 | 4 | 4 |
| 76 | 4 | 4 | 4 |
| 77 | 5 | 4 | 4 |
| 78 | 4 | 5 | 4 |
| 79 | 4 | 4 | 4 |
| 80 | 4 | 3 | 4 |
| 81 | 4 | 4 | 5 |
| 82 | 4 | 4 | 4 |
| 83 | 4 | 4 | 4 |
| 84 | 4 | 4 | 4 |
| 85 | 3 | 4 | 4 |
| 86 | 4 | 4 | 4 |
| 87 | 4 | 4 | 4 |
| 88 | 4 | 3 | 4 |
| 89 | 4 | 4 | 4 |
| 90 | 4 | 3 | 4 |
| 91 | 5 | 4 | 4 |

|    |   |   |   |
|----|---|---|---|
| 92 | 4 | 5 | 5 |
| 93 | 3 | 4 | 4 |
| 94 | 4 | 4 | 4 |
| 95 | 3 | 4 | 4 |
| 96 | 4 | 4 | 3 |

Rata-Rata Jawaban

3.90



## Lampiran 2

### Hasil Kuisioner Data Responden

| responden | pertanyaan    |           |           |
|-----------|---------------|-----------|-----------|
|           | jenis kelamin | pekerjaan | kunjungan |
| 1         | a             | b         | c         |
| 2         | b             | b         | c         |
| 3         | b             | c         | b         |
| 4         | b             | e         | a         |
| 5         | b             | c         | b         |
| 6         | b             | d         | b         |
| 7         | b             | d         | a         |
| 8         | a             | d         | a         |
| 9         | a             | e         | a         |
| 10        | a             | e         | c         |
| 11        | a             | e         | b         |
| 12        | b             | d         | c         |
| 13        | b             | d         | a         |
| 14        | a             | b         | a         |
| 15        | b             | b         | a         |
| 16        | a             | b         | a         |
| 17        | a             | b         | a         |
| 18        | b             | a         | c         |
| 19        | b             | b         | c         |
| 20        | a             | e         | b         |
| 21        | b             | d         | b         |
| 22        | a             | c         | a         |
| 23        | b             | c         | b         |
| 24        | b             | d         | a         |
| 25        | a             | e         | a         |
| 26        | a             | b         | a         |
| 27        | b             | c         | b         |
| 28        | b             | e         | a         |
| 29        | a             | d         | b         |
| 30        | b             | b         | c         |
| 31        | a             | e         | a         |
| 32        | b             | b         | a         |
| 33        | a             | c         | c         |
| 34        | a             | d         | a         |
| 35        | b             | b         | c         |
| 36        | b             | d         | a         |
| 37        | b             | d         | a         |
| 38        | a             | c         | c         |
| 39        | b             | e         | c         |
| 40        | b             | d         | b         |
| 41        | b             | c         | b         |
| 42        | b             | d         | b         |
| 43        | b             | e         | a         |
| 44        | a             | b         | b         |
| 45        | a             | d         | b         |
| 46        | a             | b         | a         |
| 47        | b             | b         | b         |
| 48        | a             | c         | c         |

| jenis kelamin       |   |    |
|---------------------|---|----|
| pria                | a | 42 |
| wanita              | b | 54 |
|                     |   |    |
| pekerjaan           |   |    |
| mahasiswa           | a | 3  |
| wiraswasta          | b | 30 |
| swasta              | c | 19 |
| PNS                 | d | 23 |
| lainlain            | e | 21 |
|                     |   |    |
| kunjungan per bulan |   |    |
| 1                   | a | 51 |
| 2                   | b | 29 |
| >2                  | c | 16 |

|    |   |   |   |
|----|---|---|---|
| 49 | b | a | a |
| 50 | a | b | b |
| 51 | b | e | a |
| 52 | b | c | a |
| 53 | b | e | a |
| 54 | a | c | b |
| 55 | a | b | b |
| 56 | b | b | a |
| 57 | a | c | b |
| 58 | b | d | a |
| 59 | a | b | a |
| 60 | b | d | a |
| 61 | b | a | a |
| 62 | b | b | b |
| 63 | a | b | b |
| 64 | b | e | a |
| 65 | b | c | c |
| 66 | b | b | a |
| 67 | a | d | a |
| 68 | a | e | b |
| 69 | a | d | b |
| 70 | b | c | a |
| 71 | b | e | a |
| 72 | a | b | a |
| 73 | a | b | c |
| 74 | a | d | a |
| 75 | b | c | a |
| 76 | b | e | a |
| 77 | a | e | a |
| 78 | b | d | a |
| 79 | b | b | a |
| 80 | a | e | b |
| 81 | b | b | a |
| 82 | a | c | a |
| 83 | b | e | b |
| 84 | b | e | b |
| 85 | b | d | a |
| 86 | a | c | a |
| 87 | a | b | a |
| 88 | b | c | a |
| 89 | a | b | b |
| 90 | b | b | c |
| 91 | b | c | a |
| 92 | a | e | a |
| 93 | a | b | a |
| 94 | a | d | b |
| 95 | b | d | b |
| 96 | b | b | c |

### Lampiran 3

#### Hasil Uji Validitas dan Reliabilitas Kepuasan Pelanggan

#### Scale: ALL VARIABLES

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .939             | 24         |

**Item-Total Statistics**

|     | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Cronbach's Alpha if Item Deleted |
|-----|----------------------------|--------------------------------|----------------------------------|----------------------------------|
| T1  | 90.9667                    | 69.482                         | .802                             | .934                             |
| T2  | 90.9667                    | 69.137                         | .661                             | .935                             |
| T3  | 90.9667                    | 70.102                         | .723                             | .935                             |
| T4  | 91.1000                    | 72.576                         | .424                             | .938                             |
| T5  | 91.0000                    | 69.310                         | .677                             | .935                             |
| T6  | 91.0000                    | 69.724                         | .715                             | .935                             |
| T7  | 91.3667                    | 72.102                         | .363                             | .940                             |
| T8  | 90.9333                    | 69.237                         | .690                             | .935                             |
| T9  | 91.0333                    | 68.792                         | .697                             | .935                             |
| T10 | 91.0000                    | 69.793                         | .626                             | .936                             |
| T11 | 90.9667                    | 72.240                         | .456                             | .938                             |
| T12 | 90.9667                    | 69.826                         | .591                             | .936                             |
| T13 | 91.0000                    | 70.069                         | .596                             | .936                             |

|     |         |        |      |      |
|-----|---------|--------|------|------|
| T14 | 91.3667 | 72.102 | .363 | .940 |
| T15 | 91.0333 | 68.309 | .833 | .933 |
| T16 | 91.0000 | 74.138 | .247 | .940 |
| T17 | 91.0333 | 70.516 | .584 | .936 |
| T18 | 91.0000 | 69.310 | .677 | .935 |
| T19 | 91.0333 | 69.964 | .645 | .935 |
| T20 | 91.0333 | 69.689 | .676 | .935 |
| T21 | 91.1333 | 72.947 | .354 | .939 |
| T22 | 91.0000 | 69.310 | .677 | .935 |
| T23 | 91.0333 | 68.792 | .697 | .935 |
| T24 | 91.0667 | 68.271 | .719 | .934 |

### Hasil Uji Validitas dan Reliabilitas Loyalitas Pelanggan

**Scale: ALL VARIABLES**

**Case Processing Summary**

|       |                       | N  | %     |
|-------|-----------------------|----|-------|
| Cases | Valid                 | 30 | 100.0 |
|       | Excluded <sup>a</sup> | 0  | .0    |
|       | Total                 | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .702             | 5          |

**Item-Total Statistics**

|    | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's Alpha<br>if Item Deleted |
|----|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| L1 | 16.0333                       | 2.378                             | .533                                 | .620                                |
| L2 | 16.0000                       | 3.034                             | .242                                 | .728                                |
| L3 | 16.0000                       | 2.483                             | .427                                 | .668                                |
| L4 | 16.0667                       | 2.409                             | .562                                 | .609                                |
| L5 | 16.0333                       | 2.378                             | .533                                 | .620                                |

**Hasil Uji Validitas dan Reliabilitas Program Pendukung****Scale: ALL VARIABLES****Case Processing Summary**

|                             | N  | %     |
|-----------------------------|----|-------|
| Valid                       | 30 | 100.0 |
| Cases Excluded <sup>a</sup> | 0  | .0    |
| Total                       | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .715             | 3          |

**Item-Total Statistics**

|       | Scale Mean if<br>Item Deleted | Scale Variance if<br>Item Deleted | Corrected Item-<br>Total Correlation | Cronbach's Alpha<br>if Item Deleted |
|-------|-------------------------------|-----------------------------------|--------------------------------------|-------------------------------------|
| prog1 | 7.9000                        | 1.197                             | .483                                 | .684                                |
| prog2 | 7.9333                        | 1.030                             | .604                                 | .536                                |
| prog3 | 7.9667                        | 1.068                             | .518                                 | .646                                |

#### Lampiran 4

#### Hasil Perhitungan Rata-Rata Nilai Persepsi Pelanggan

| indikator      | pertanyaan | score PERSEPSI |    |    |    |    | total | mean |
|----------------|------------|----------------|----|----|----|----|-------|------|
|                | (persepsi) | 1              | 2  | 3  | 4  | 5  |       |      |
| tangible       | 1          | 0              | 0  | 14 | 67 | 15 | 385   | 4.01 |
|                | 2          | 0              | 0  | 14 | 60 | 22 | 392   | 4.08 |
|                | 3          | 0              | 0  | 11 | 69 | 16 | 389   | 4.05 |
|                | 4          | 0              | 4  | 25 | 65 | 2  | 353   | 3.68 |
|                | 5          | 3              | 8  | 24 | 49 | 12 | 347   | 3.61 |
|                | 6          | 0              | 0  | 12 | 70 | 14 | 386   | 4.02 |
|                | 7          | 0              | 6  | 42 | 46 | 2  | 332   | 3.46 |
|                | 8          | 0              | 0  | 11 | 69 | 16 | 389   | 4.05 |
| reliability    | 9          | 0              | 0  | 18 | 64 | 14 | 380   | 3.96 |
|                | 10         | 0              | 0  | 14 | 69 | 13 | 383   | 3.99 |
|                | 11         | 0              | 5  | 15 | 65 | 11 | 370   | 3.85 |
| Responsiveness | 12         | 0              | 11 | 24 | 53 | 8  | 346   | 3.60 |
|                | 13         | 0              | 0  | 26 | 61 | 9  | 367   | 3.82 |
|                | 14         | 0              | 2  | 31 | 55 | 8  | 357   | 3.72 |
| Assurance      | 15         | 0              | 0  | 18 | 66 | 12 | 378   | 3.94 |
|                | 17         | 0              | 0  | 13 | 67 | 16 | 387   | 4.03 |
|                | 18         | 0              | 9  | 21 | 55 | 11 | 356   | 3.71 |
|                | 19         | 0              | 0  | 16 | 64 | 16 | 384   | 4.00 |
|                | 20         | 0              | 7  | 23 | 57 | 9  | 356   | 3.71 |
| Emphaty        | 22         | 0              | 0  | 12 | 68 | 16 | 388   | 4.04 |
|                | 23         | 0              | 2  | 20 | 59 | 15 | 375   | 3.91 |
|                | 24         | 0              | 3  | 29 | 45 | 19 | 368   | 3.83 |



### Hasil Perhitungan Rata-Rata Nilai Harapan Pelanggan

| indikator      | pertanyaan | score HARAPAN |   |   |    |    | total | mean |
|----------------|------------|---------------|---|---|----|----|-------|------|
|                | harapan    | 1             | 2 | 3 | 4  | 5  |       |      |
| tangible       | 1          | 0             | 0 | 5 | 62 | 29 | 408   | 4.25 |
|                | 2          | 0             | 0 | 4 | 76 | 16 | 396   | 4.13 |
|                | 3          | 0             | 0 | 0 | 73 | 23 | 407   | 4.24 |
|                | 4          | 0             | 0 | 0 | 76 | 20 | 404   | 4.21 |
|                | 5          | 0             | 0 | 1 | 64 | 31 | 414   | 4.31 |
|                | 6          | 0             | 0 | 1 | 63 | 32 | 415   | 4.32 |
|                | 7          | 0             | 1 | 7 | 55 | 33 | 408   | 4.25 |
|                | 8          | 0             | 0 | 3 | 61 | 32 | 413   | 4.30 |
| reliability    | 9          | 0             | 0 | 0 | 75 | 21 | 405   | 4.22 |
|                | 10         | 0             | 0 | 0 | 68 | 28 | 412   | 4.29 |
|                | 11         | 0             | 0 | 0 | 71 | 25 | 409   | 4.26 |
| Responsiveness | 12         | 0             | 0 | 0 | 66 | 30 | 414   | 4.31 |
|                | 13         | 0             | 0 | 0 | 59 | 37 | 421   | 4.39 |
|                | 14         | 0             | 0 | 0 | 53 | 43 | 427   | 4.45 |
| Assurance      | 15         | 0             | 0 | 1 | 63 | 32 | 415   | 4.32 |
|                | 17         | 0             | 0 | 0 | 57 | 39 | 423   | 4.41 |
|                | 18         | 0             | 0 | 0 | 71 | 25 | 409   | 4.26 |
|                | 19         | 0             | 0 | 0 | 67 | 29 | 413   | 4.30 |
|                | 20         | 0             | 0 | 1 | 73 | 22 | 405   | 4.22 |
| Emphaty        | 22         | 0             | 0 | 2 | 66 | 28 | 410   | 4.27 |
|                | 23         | 0             | 0 | 5 | 63 | 28 | 407   | 4.24 |
|                | 24         | 0             | 0 | 1 | 57 | 38 | 421   | 4.39 |

### Hasil Perhitungan Nilai Gap

| indikator      | pertanyaan | PERSEPSI | HARAPAN | GAP   |
|----------------|------------|----------|---------|-------|
| tangible       | P1T        | 4.01     | 4.25    | -0.24 |
|                | P2T        | 4.08     | 4.13    | -0.04 |
|                | P3T        | 4.05     | 4.24    | -0.19 |
|                | P4T        | 3.68     | 4.21    | -0.53 |
|                | P5T        | 3.61     | 4.31    | -0.70 |
|                | P6T        | 4.02     | 4.32    | -0.30 |
|                | P7T        | 3.46     | 4.25    | -0.79 |
|                | P8T        | 4.05     | 4.30    | -0.25 |
| reliability    | P9RE       | 3.96     | 4.22    | -0.26 |
|                | P10RE      | 3.99     | 4.29    | -0.30 |
|                | P11RE      | 3.85     | 4.26    | -0.41 |
| Responsiveness | P12RP      | 3.60     | 4.31    | -0.71 |
|                | P13RP      | 3.82     | 4.39    | -0.56 |
|                | P14RP      | 3.72     | 4.45    | -0.73 |
| Assurance      | P15A       | 3.94     | 4.32    | -0.39 |
|                | P17A       | 4.03     | 4.41    | -0.38 |
|                | P18A       | 3.71     | 4.26    | -0.55 |
|                | P19A       | 4.00     | 4.30    | -0.30 |
|                | P20A       | 3.71     | 4.22    | -0.51 |
| Emphaty        | P22E       | 4.04     | 4.27    | -0.23 |
|                | P23E       | 3.91     | 4.24    | -0.33 |
|                | P24E       | 3.83     | 4.39    | -0.55 |

### Hasil Perhitungan Rata-Rata Nilai Gap

| indikator      | pertanyaan | RATA-RATA PERSEPSI | RATA-RATA HARAPAN | GAP   |
|----------------|------------|--------------------|-------------------|-------|
| tangible       | P1T        | 3.87               | 4.25              | -0.38 |
|                | P2T        |                    |                   |       |
|                | P3T        |                    |                   |       |
|                | P4T        |                    |                   |       |
|                | P5T        |                    |                   |       |
|                | P6T        |                    |                   |       |
|                | P7T        |                    |                   |       |
|                | P8T        |                    |                   |       |
| reliability    | P9RE       | 3.93               | 4.26              | -0.32 |
|                | P10RE      |                    |                   |       |
|                | P11RE      |                    |                   |       |
| Responsiveness | P12RP      | 3.72               | 4.38              | -0.67 |
|                | P13RP      |                    |                   |       |
|                | P14RP      |                    |                   |       |
| Assurance      | P15A       | 3.88               | 4.30              | -0.43 |
|                | P17A       |                    |                   |       |
|                | P18A       |                    |                   |       |
|                | P19A       |                    |                   |       |
|                | P20A       |                    |                   |       |
| Emphaty        | P22E       | 3.93               | 4.30              | -0.37 |
|                | P23E       |                    |                   |       |
|                | P24E       |                    |                   |       |

## Lampiran 5

### Hasil Perhitungan Analisis Faktor

#### Factor Analysis

| Descriptive Statistics                    |        |                             |                         |           |
|---|--------|-----------------------------|-------------------------|-----------|
|   | Mean   | Std. Deviation <sup>a</sup> | Analysis N <sup>a</sup> | Missing N |
| keadaan ruangan bersih                    | 4.0104 | .55241                      | 96                      | 0         |
| suhu dan pencahayaan baik                 | 4.0833 | .60986                      | 96                      | 0         |
| tata letak teratur                        | 4.0521 | .53054                      | 96                      | 0         |
| kamar mandi/WC bersih                     | 3.6771 | .58929                      | 96                      | 0         |
| ada ATM                                   | 3.6146 | .92189                      | 96                      | 0         |
| sarana parkir luas                        | 4.0208 | .52273                      | 96                      | 0         |
| fasilitas penitipan barang yang baik      | 3.4583 | .64753                      | 96                      | 0         |
| terdapat petunjuk lokasi                  | 4.0521 | .53054                      | 96                      | 0         |
| pelayanan cepat                           | 3.9583 | .57887                      | 96                      | 0         |
| kasir mencukupi                           | 3.9896 | .53301                      | 96                      | 0         |
| tidak antri                               | 3.8542 | .68023                      | 96                      | 0         |
| mudah menyampaikan keluhan                | 3.6042 | .80104                      | 96                      | 0         |
| menanggapi keluhan                        | 3.8229 | .58029                      | 96                      | 0         |
| karyawan cepat tanggap bila ada yg dicari | 3.7188 | .64405                      | 96                      | 0         |
| tempat parkir aman                        | 3.9375 | .55843                      | 96                      | 0         |
| karyawan sopan ramah rapi                 | 4.0313 | .55161                      | 96                      | 0         |
| harga barang sesuai                       | 3.7083 | .79361                      | 96                      | 0         |
| kualitas baik                             | 4.0000 | .58038                      | 96                      | 0         |
| mau menukar barang                        | 3.7083 | .73866                      | 96                      | 0         |
| ada penawaran promosi                     | 4.0417 | .54128                      | 96                      | 0         |
| ada program khusus                        | 3.9063 | .66615                      | 96                      | 0         |
| simpatik bila ada keluhan                 | 3.8333 | .77686                      | 96                      | 0         |

a. For each variable, missing values are replaced with the variable mean.

### KMO and Bartlett's Test

|  |      |         |
|--|------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |      | .711    |
| Approx. Chi-Square                               |      | 707.347 |
| Bartlett's Test of Sphericity                    | df   | 231     |
|  | Sig. | .000    |

### Total Variance Explained

| Component | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              | Rotation Sums of Squared Loadings |               |              |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
|           | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % | Total                             | % of Variance | Cumulative % |
| 1         | 5.116               | 23.253        | 23.253       | 5.116                               | 23.253        | 23.253       | 2.848                             | 12.947        | 12.947       |
| 2         | 2.350               | 10.681        | 33.934       | 2.350                               | 10.681        | 33.934       | 2.460                             | 11.182        | 24.129       |
| 3         | 2.040               | 9.271         | 43.205       | 2.040                               | 9.271         | 43.205       | 2.212                             | 10.057        | 34.185       |
| 4         | 1.505               | 6.842         | 50.047       | 1.505                               | 6.842         | 50.047       | 1.997                             | 9.078         | 43.263       |
| 5         | 1.347               | 6.123         | 56.170       | 1.347                               | 6.123         | 56.170       | 1.861                             | 8.457         | 51.720       |
| 6         | 1.187               | 5.395         | 61.565       | 1.187                               | 5.395         | 61.565       | 1.724                             | 7.835         | 59.556       |
| 7         | 1.058               | 4.808         | 66.373       | 1.058                               | 4.808         | 66.373       | 1.500                             | 6.818         | 66.373       |
| 8         | .933                | 4.242         | 70.615       |                                     |               |              |                                   |               |              |
| 9         | .795                | 3.614         | 74.229       |                                     |               |              |                                   |               |              |
| 10        | .695                | 3.157         | 77.387       |                                     |               |              |                                   |               |              |
| 11        | .687                | 3.123         | 80.509       |                                     |               |              |                                   |               |              |
| 12        | .615                | 2.794         | 83.303       |                                     |               |              |                                   |               |              |
| 13        | .600                | 2.729         | 86.032       |                                     |               |              |                                   |               |              |
| 14        | .485                | 2.202         | 88.234       |                                     |               |              |                                   |               |              |
| 15        | .470                | 2.137         | 90.371       |                                     |               |              |                                   |               |              |
| 16        | .430                | 1.955         | 92.327       |                                     |               |              |                                   |               |              |
| 17        | .405                | 1.842         | 94.168       |                                     |               |              |                                   |               |              |
| 18        | .343                | 1.561         | 95.730       |                                     |               |              |                                   |               |              |
| 19        | .320                | 1.456         | 97.185       |                                     |               |              |                                   |               |              |
| 20        | .249                | 1.130         | 98.315       |                                     |               |              |                                   |               |              |
| 21        | .225                | 1.025         | 99.340       |                                     |               |              |                                   |               |              |
| 22        | .145                | .660          | 100.000      |                                     |               |              |                                   |               |              |

Extraction Method: Principal Component Analysis.

Rotated Component Matrix<sup>a</sup>

|   | Component |       |       |       |       |       |       |
|---|-----------|-------|-------|-------|-------|-------|-------|
|   | 1         | 2     | 3     | 4     | 5     | 6     | 7     |
| ada ATM                                   | .727      | -.073 | -.091 | .051  | .017  | .067  | .283  |
| ada penawaran promosi                     | .724      | .087  | .094  | -.110 | -.032 | .323  | -.089 |
| keadaan ruangan bersih                    | .651      | .267  | .415  | -.209 | .191  | -.040 | -.003 |
| terdapat petunjuk lokasi                  | .631      | .277  | .391  | .080  | .326  | -.040 | .076  |
| harga barang sesuai                       | .600      | -.064 | -.116 | .246  | .350  | .003  | .074  |
| menanggapi keluhan                        | -.015     | .831  | -.033 | .069  | .033  | .184  | .130  |
| simpatik bila ada keluhan                 | .315      | .747  | .034  | -.038 | .037  | .003  | -.210 |
| sarana parkir luas                        | -.042     | .731  | .043  | .224  | .057  | .161  | .138  |
| tata letak teratur                        | .027      | .065  | .785  | .208  | .102  | .028  | -.098 |
| karyawan sopan ramah rapi                 | .098      | -.227 | .774  | .028  | -.068 | .122  | -.022 |
| kasir mencukupi                           | .060      | .283  | .622  | .142  | .234  | -.002 | .264  |
| suhu dan pencahayaan baik                 | .310      | .063  | -.010 | .701  | .135  | .092  | -.246 |
| fasilitas penitipan barang yang baik      | -.049     | .259  | .162  | .692  | -.163 | .129  | .147  |
| karyawan cepat tanggap bila ada yg dicari | -.167     | -.015 | .410  | .675  | -.019 | .024  | .167  |
| tidak antri                               | .211      | -.143 | .047  | -.184 | .751  | -.002 | -.048 |
| kualitas baik                             | .038      | .192  | .104  | .059  | .679  | .103  | -.039 |
| tempat parkir aman                        | .472      | .189  | .137  | .238  | .504  | .272  | .159  |
| ada program khusus                        | .103      | .117  | .115  | .113  | .073  | .880  | -.030 |
| pelayanan cepat                           | .228      | .356  | .023  | .138  | .178  | .680  | .103  |
| kamar mandi/WC bersih                     | .168      | .000  | .072  | -.027 | -.091 | -.085 | .715  |
| mau menukar barang                        | .091      | .259  | -.049 | .290  | .268  | .201  | .616  |
| mudah menyampaikan keluhan                | .056      | .065  | .055  | .338  | .275  | -.375 | -.449 |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 13 iterations.

## Lampiran 6

### Hasil Perhitungan Analisis Regresi Berganda

#### Regression

**Descriptive Statistics**

|           | Mean   | Std. Deviation | N  |
|-----------|--------|----------------|----|
| loyalitas | 3.8568 | .30725         | 96 |
| kepuasan  | 3.8674 | .28484         | 96 |
| program   | 3.9034 | .31204         | 96 |

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 5.788          | 2  | 2.894       | 84.626 | .000 <sup>b</sup> |
|       | Residual   | 3.180          | 93 | .034        |        |                   |
|       | Total      | 8.968          | 95 |             |        |                   |

a. Dependent Variable: loyalitas

b. Predictors: (Constant), program, kepuasan

**Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics |          |     |     |               | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
|       |                   |          |                   |                            | R Square Change   | F Change | df1 | df2 | Sig. F Change |               |
| 1     | .803 <sup>a</sup> | .645     | .638              | .18492                     | .645              | 84.626   | 2   | 93  | .000          | 1.756         |

a. Predictors: (Constant), program, kepuasan

b. Dependent Variable: loyalitas

**Coefficients<sup>a</sup>**

| Model      | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | 95.0% Confidence Interval for B |             | Correlations |         |      | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|---------------------------------|-------------|--------------|---------|------|-------------------------|-------|
|            | B                           | Std. Error | Beta                      |       |      | Lower Bound                     | Upper Bound | Zero-order   | Partial | Part | Tolerance               | VIF   |
| (Constant) | .266                        | .277       |                           | .961  | .339 | -.284                           | .816        |              |         |      |                         |       |
| 1 kepuasan | .600                        | .085       | .556                      | 7.090 | .000 | .432                            | .768        | .760         | .592    | .438 | .620                    | 1.614 |
| program    | .325                        | .077       | .331                      | 4.213 | .000 | .172                            | .479        | .674         | .400    | .260 | .620                    | 1.614 |

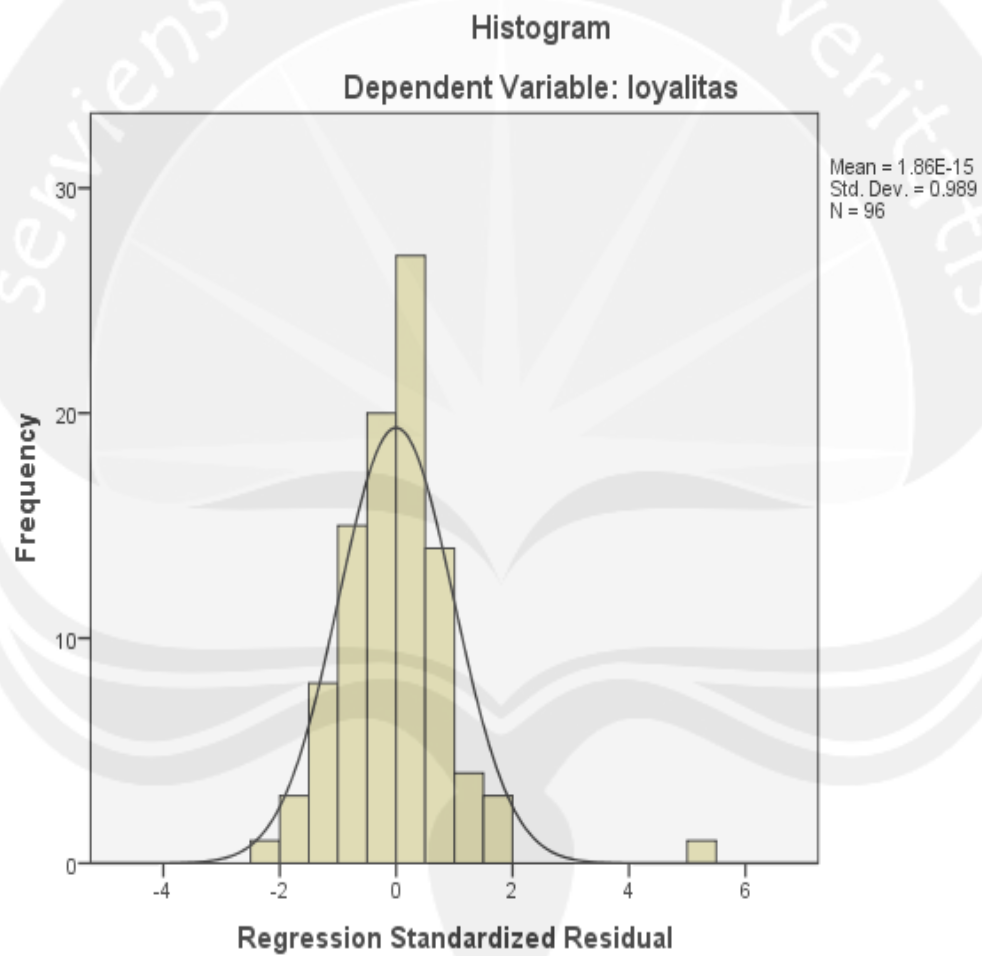
a. Dependent Variable: loyalitas



Residuals Statistics<sup>a</sup>

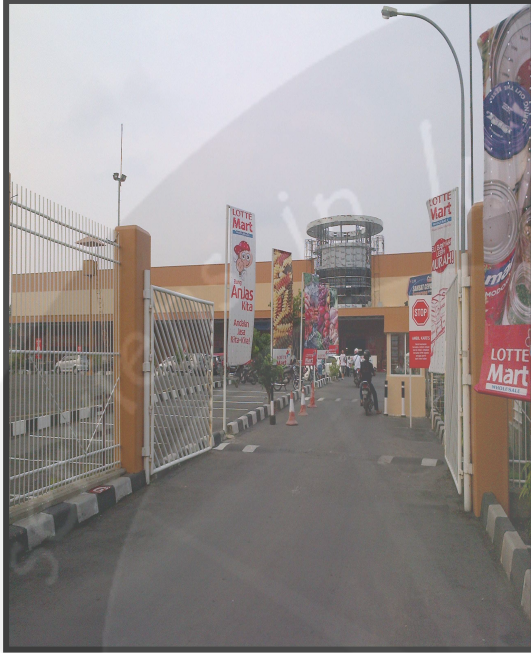
|                      | Minimum | Maximum | Mean   | Std. Deviation | N  |
|----------------------|---------|---------|--------|----------------|----|
| Predicted Value      | 3.2577  | 4.7012  | 3.8568 | .24683         | 96 |
| Residual             | -.41376 | 1.00484 | .00000 | .18297         | 96 |
| Std. Predicted Value | -2.427  | 3.421   | .000   | 1.000          | 96 |
| Std. Residual        | -2.237  | 5.434   | .000   | .989           | 96 |

a. Dependent Variable: loyalitas



## Lampiran 7

### Gambar Keadaan Fisik Lotte Mart Semarang



Gerbang Utama Lotte Mart Semarang



Tampak Depan Lotte Mart



Tempat Parkir



Mesin ATM



Tampak Depan Kamar Mandi/WC



Tampak Dalam Kamar Mandi



Penitipan Barang





*Customer Flow*



Tata Letak Produk Farmasi



Tata Letak Produk Daging dan Ikan

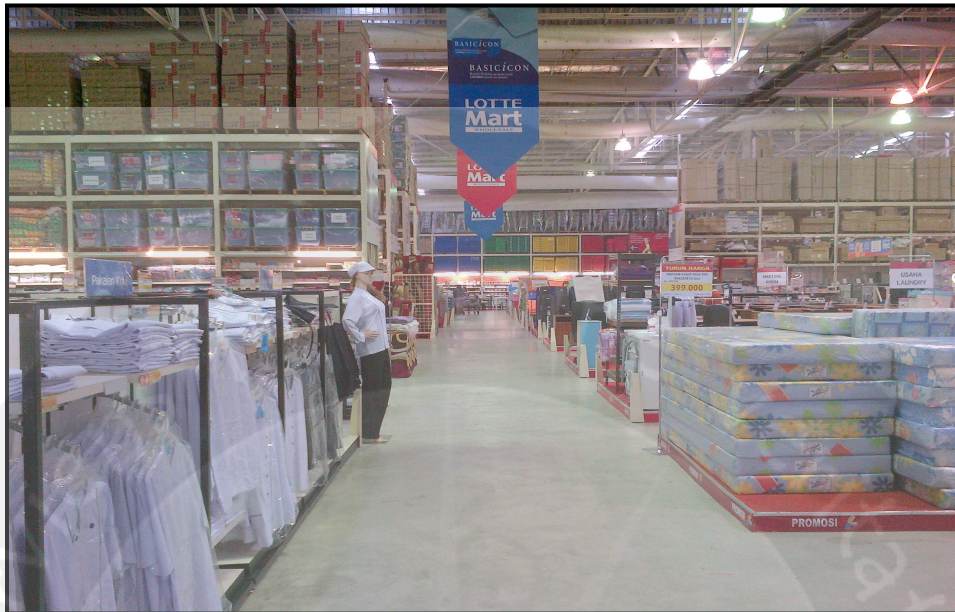


Tata Letak Buah dan Sayur



Tata Letak Produk Minuman





Tata Letak Produk Kebutuhan Rumah Tangga



Tata Letak Produk Elektronik

## Lampiran 8

### Gambar Keadaan Pelayanan dan Kinerja Karyawan di Lotte Mart Semarang



Antrian Kasir



Transaksi di Kasir





Apel Pagi Satpam



Debit/Kredit Card

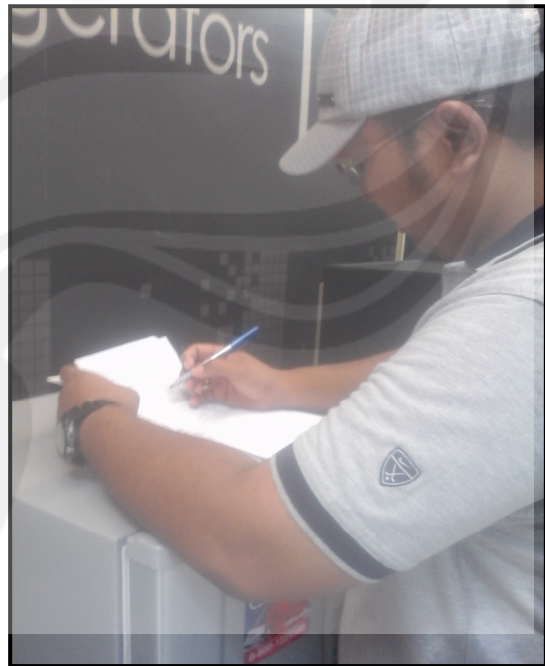
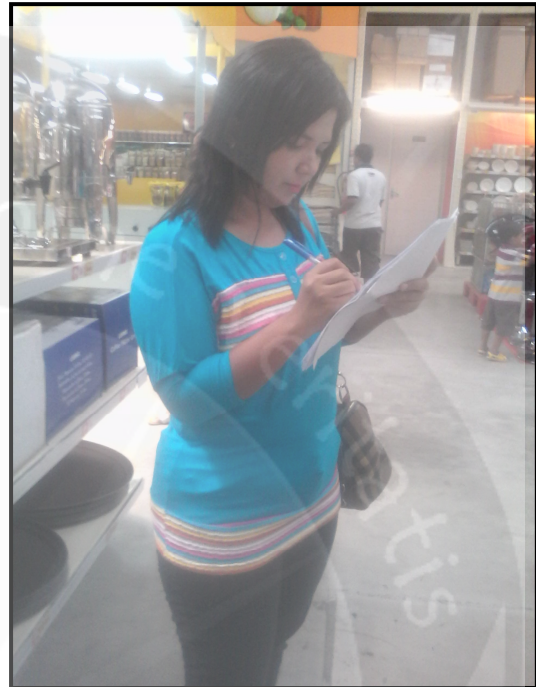


Employee Of The Month



## Lampiran 9

Gambar Pengisian Kuisisioner di *Lotte Mart* Semarang





Mesin Kasir



Tata Letak Produk Farmasi



Rak Penitipan Barang



Karyawan Di Arena Belanja

## **LAMPIRAN 12**

### **KUISIONER PENELITIAN**

Pengaruh Kepuasan Pelanggan Dan Program Pendukung Terhadap Loyalitas  
Pelanggan Di Lotte Mart Semarang

Kepada Yth,

Bapak/Ibu/Saudara Pelanggan LotteMart Semarang

Bersama ini Saya,

Nama : Victoria Bintang Wardani

Nim : 100606295

Keterangan : Mahasiswa Teknik Industri Universitas Atmajaya Yogyakarta

Untuk keperluan penelitian yang saya lakukan, maka saya mohon kepada Bapak/Ibu/Saudara Pelanggan LotteMart Semarang sudi mengisi kuesioner ini. Data dari kuisisioner ini akan digunakan sebagaimana mestinya sebagai penelitian Tugas Akhir untuk mencapai derajat Sarjana Teknik Industri. Tidak lupa saya sampaikan terima kasih atas kesediaan Bapak/Ibu/Saudara dalam meluangkan waktu untuk mengisi kuesioner ini.

Hormat Saya,

Victoria Bintang Wardani

## I. IDENTITAS RESPONDEN

1. Nama :
2. Umur :
3. Jenis Kelamin : a. Laki – laki b. Perempuan
4. Pekerjaan : a. Pelajar/Mahasiswa c. Swasta  
b. Wiraswasta d. PNS  
e. Lain – lain
5. Kunjungan Anda per Bulan : a. 1 kali b. 2 kali c. > 2 kali

## II. PETUNJUK PENGISIAN (A)

Pertanyaan berikut berkenaan dengan *Customer Experience* (Pengalaman Konsumen) yang berkenaan dengan judul Tugas Akhir saya yang berjudul Pengaruh Kepuasan dan Inovasi Program Pendukung Dalam Meningkatkan Loyalitas Pelanggan di Lotte Mart Semarang.

Setiap responden hanya di beri kesempatan memilih 1 (satu) jawaban pada kolom **Nilai Persepsi** (Pengalaman Anda selama berbelanja) dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- KS = Kurang Setuju
- S = Setuju
- SS = Sangat Setuju

Responden juga di beri kesempatan memilih 1 (satu) jawaban pada kolom **Nilai Harapan** (Harapan yang Anda inginkan selama berbelanja) dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

- STP = Sangat Tidak Penting
  - TP = Tidak Penting
  - KP = Kurang Penting
  - P = Penting
  - SP = Sangat Penting
- (5)

### III. DAFTAR PERTANYAAN (A)

[illegible]



| No  | Pertanyaan   | Nilai Persepsi |    |    |   |    | Nilai Harapan |    |    |   |    |
|---|--|----------------|----|----|---|----|---------------|----|----|---|----|
|   |  | STS            | TS | KS | S | SS | STP           | TP | KP | P | SP |
| 18  | Harga barang yang tertera sesuai dengan barcode saat pembayaran di kasir                   |                |    |    |   |    |               |    |    |   |    |
| 19  | Barang yang dijual memiliki kualitas yang baik (sesuai tanggal kadaluarsa)                 |                |    |    |   |    |               |    |    |   |    |
| 20  | Pihak Lotte Mart bersedia menukar barang yang cacat / kadaluarsa                           |                |    |    |   |    |               |    |    |   |    |
| 21  | Keamanan saat membayar menggunakan <i>debit card/credit card</i>                           |                |    |    |   |    |               |    |    |   |    |
| <b>Emphaty (Kemudahan Melakukan Hubungan)</b> |  |                |    |    |   |    |               |    |    |   |    |
| 22  | Lotte Mart memberikan penawaran promosi (diskon) secara berkala di kepada pelanggan        |                |    |    |   |    |               |    |    |   |    |
| 23  | Lotte Mart memiliki program khusus untuk pelanggan   |                |    |    |   |    |               |    |    |   |    |
| 24  | Pihak Lotte Mart memberikan sikap simpatik bila pelanggan menyampaikan keluhan dan masalah |                |    |    |   |    |               |    |    |   |    |

#### IV. PETUNJUK PENGISIAN (B)

Pertanyaan berikut berkenaan dengan *Customer Loyalty* (Loyalitas Pelanggan). Setiap responden hanya di beri kesempatan memilih 1 (satu) jawaban pada kolom dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

STS = Sangat Tidak Setuju  
 TS = Tidak Setuju  
 KS = Kurang Setuju  
 S = Setuju  
 SS = Sangat Setuju

#### V. DAFTAR PERTANYAAN (B)

| No | Pertanyaan  | Pernyataan |    |    |   |    |
|----|---|------------|----|----|---|----|
|    |   | STS        | TS | KS | S | SS |
| 1  | Anda ingin datang kembali untuk berbelanja di Lotte Mart              |            |    |    |   |    |
| 2  | Anda ingin mencoba produk baru yang belum pernah dibeli di Lotte Mart |            |    |    |   |    |

| No | Pertanyaan  | Pernyataan |    |    |   |    |
|----|---|------------|----|----|---|----|
|    |   | STS        | TS | KS | S | SS |
| 3  | Anda ingin mencoba produk promosi yang ditawarkan Lotte Mart melalui koran/brosur |            |    |    |   |    |
| 4  | Anda ingin merekomendasikan Lotte Mart kepada keluarga dan teman                  |            |    |    |   |    |
| 5  | Anda tidak ingin berpindah ke toko lain untuk belanja selain di Lotte Mart        |            |    |    |   |    |

#### VI. DAFTAR PERTANYAAN (C)

Pilihlah jawaban berikut dengan memberikan tanda silang (x) . Pertanyaan berikut berkaitan dengan program dan layanan yang terdapat pada Lotte Mart.

| No | Pertanyaan   | Pernyataan |    |    |   |    |
|----|--|------------|----|----|---|----|
|    |  | STS        | TS | KS | S | SS |
| 1  | Program promosi pendukung di LotteMart (seperti Kartu Pelanggan,BBLM,bunga 0%,perpanjangan garansi) termasuk program yang inovatif dan menarik |            |    |    |   |    |
| 2  | Anda ingin berbelanja di LotteMart salah satu halnya karena program promosi yang menjadi daya tarik untuk Anda                                 |            |    |    |   |    |
| 3  | Program promosi di LotteMart memberikan Anda keuntungan lebih  |            |    |    |   |    |

Terima Kasih atas Kerjasama Anda

### **LAMPIRAN 13**

#### **KUISIONER PENELITIAN**

Pengaruh Kepuasan Pelanggan Dan Program Pendukung Terhadap Loyalitas  
Pelanggan Di Lotte Mart Semarang

Kepada Yth,

Bapak/Ibu/Saudara Pelanggan LotteMart Semarang

Bersama ini Saya,

Nama : Victoria Bintang Wardani

Nim : 100606295

Keterangan : Mahasiswa Teknik Industri Universitas Atmajaya Yogyakarta

Untuk keperluan penelitian yang saya lakukan, maka saya mohon kepada Bapak/Ibu/Saudara Pelanggan LotteMart Semarang sudi mengisi kuesioner ini. Data dari kuisisioner ini akan digunakan sebagaimana mestinya sebagai penelitian Tugas Akhir untuk mencapai derajat Sarjana Teknik Industri. Tidak lupa saya sampaikan terima kasih atas kesediaan Bapak/Ibu/Saudara dalam meluangkan waktu untuk mengisi kuesioner ini.

Hormat Saya,

Victoria Bintang Wardani



## I. IDENTITAS RESPONDEN

1. Nama :
2. Umur :
3. Jenis Kelamin : a. Laki – laki b. Perempuan
4. Pekerjaan : a. Pelajar/Mahasiswa c. Swasta  
b. Wiraswasta d. PNS  
e. Lain – lain
5. Kunjungan Anda per Bulan : a. 1 kali b. 2 kali c. > 2 kali

## II. PETUNJUK PENGISIAN (A)

Pertanyaan berikut berkenaan dengan *Customer Experience* (Pengalaman Konsumen) yang berkenaan dengan judul Tugas Akhir saya yang berjudul Pengaruh Kepuasan dan Inovasi Program Pendukung Dalam Meningkatkan Loyalitas Pelanggan di Lotte Mart Semarang.

Setiap responden hanya di beri kesempatan memilih 1 (satu) jawaban pada kolom **Nilai Persepsi** (Pengalaman Anda selama berbelanja) dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- KS = Kurang Setuju
- S = Setuju
- SS = Sangat Setuju

Responden juga di beri kesempatan memilih 1 (satu) jawaban pada kolom **Nilai Harapan** (Harapan yang Anda inginkan selama berbelanja) dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

- STP = Sangat Tidak Penting
  - TP = Tidak Penting
  - KP = Kurang Penting
  - P = Penting
  - SP = Sangat Penting
- (5)

### III. DAFTAR PERTANYAAN (A)

[illegible]

| No  | Pertanyaan   | Nilai Persepsi |    |    |   |    | Nilai Harapan |    |    |   |    |
|---|--|----------------|----|----|---|----|---------------|----|----|---|----|
|   |  | STS            | TS | KS | S | SS | STP           | TP | KP | P | SP |
| 18  | Harga barang yang tertera sesuai dengan barcode saat pembayaran di kasir                   |                |    |    |   |    |               |    |    |   |    |
| 19  | Barang yang dijual memiliki kualitas yang baik (sesuai tanggal kadaluarsa)                 |                |    |    |   |    |               |    |    |   |    |
| 20  | Pihak Lotte Mart bersedia menukar barang yang cacat / kadaluarsa                           |                |    |    |   |    |               |    |    |   |    |
| <b>Emphaty (Kemudahan Melakukan Hubungan)</b> |  |                |    |    |   |    |               |    |    |   |    |
| 22  | Lotte Mart memberikan penawaran promosi (diskon) secara berkala di kepada pelanggan        |                |    |    |   |    |               |    |    |   |    |
| 23  | Lotte Mart memiliki program khusus untuk pelanggan   |                |    |    |   |    |               |    |    |   |    |
| 24  | Pihak Lotte Mart memberikan sikap simpatik bila pelanggan menyampaikan keluhan dan masalah |                |    |    |   |    |               |    |    |   |    |

#### IV. PETUNJUK PENGISIAN (B)

Pertanyaan berikut berkenaan dengan *Customer Loyalty* (Loyalitas Pelanggan). Setiap responden hanya di beri kesempatan memilih 1 (satu) jawaban pada kolom dengan memberi tanda silang (X) sesuai keterangan sebagai berikut :

- STS = Sangat Tidak Setuju
- TS = Tidak Setuju
- KS = Kurang Setuju
- S = Setuju
- SS = Sangat Setuju

#### V. DAFTAR PERTANYAAN (B)

| No | Pertanyaan   | Pernyataan |    |    |   |    |
|----|--|------------|----|----|---|----|
|    |  | STS        | TS | KS | S | SS |
| 1  | Anda ingin datang kembali untuk berbelanja di Lotte Mart |            |    |    |   |    |

| No | Pertanyaan  | Pernyataan |    |    |   |    |
|----|---|------------|----|----|---|----|
|    |   | STS        | TS | KS | S | SS |
| 3  | Anda ingin mencoba produk promosi yang ditawarkan Lotte Mart melalui koran/brosur |            |    |    |   |    |
| 4  | Anda ingin merekomendasikan Lotte Mart kepada keluarga dan teman                  |            |    |    |   |    |
| 5  | Anda tidak ingin berpindah ke toko lain untuk belanja selain di Lotte Mart        |            |    |    |   |    |

#### VI. DAFTAR PERTANYAAN (C)

Pilihlah jawaban berikut dengan memberikan tanda silang (x) . Pertanyaan berikut berkaitan dengan program dan layanan yang terdapat pada Lotte Mart.

| No | Pertanyaan   | Pernyataan |    |    |   |    |
|----|--|------------|----|----|---|----|
|    |  | STS        | TS | KS | S | SS |
| 1  | Program promosi pendukung di LotteMart (seperti Kartu Pelanggan,BBLM,bunga 0%,perpanjangan garansi) termasuk program yang inovatif dan menarik |            |    |    |   |    |
| 2  | Anda ingin berbelanja di LotteMart salah satu halnya karena program promosi yang menjadi daya tarik untuk Anda                                 |            |    |    |   |    |
| 3  | Program promosi di LotteMart memberikan Anda keuntungan lebih  |            |    |    |   |    |

Terima Kasih atas Kerjasama Anda

| Tabel nilai kritis untuk r Pearson Product Moment |                     |       |       |       |       |        |       |        |
|---|---------------------|-------|-------|-------|-------|--------|-------|--------|
| dk=n-2  | Probabilitas 1 ekor |       |       |       |       |        |       |        |
|   | 0,10                | 0,05  | 0,025 | 0,01  | 0,005 | 0,0025 | 0,001 | 0,0005 |
|   | Probabilitas 2 ekor |       |       |       |       |        |       |        |
|   | 0,20                | 0,10  | 0,05  | 0,02  | 0,01  | 0,01   | 0,002 | 0,001  |
| 1   | 0,951               | 0,988 | 0,997 | 1,000 | 1,000 | 1,000  | 1,000 | 1,000  |
| 2   | 0,800               | 0,900 | 0,950 | 0,980 | 0,990 | 0,995  | 0,998 | 0,999  |
| 3   | 0,687               | 0,805 | 0,878 | 0,934 | 0,959 | 0,974  | 0,986 | 0,991  |
| 4   | 0,608               | 0,729 | 0,811 | 0,882 | 0,917 | 0,942  | 0,963 | 0,974  |
| 5   | 0,551               | 0,669 | 0,754 | 0,833 | 0,875 | 0,906  | 0,935 | 0,951  |
| 6   | 0,507               | 0,621 | 0,707 | 0,789 | 0,834 | 0,870  | 0,905 | 0,925  |
| 7   | 0,472               | 0,582 | 0,666 | 0,750 | 0,798 | 0,836  | 0,875 | 0,898  |
| 8   | 0,443               | 0,549 | 0,632 | 0,715 | 0,765 | 0,805  | 0,847 | 0,872  |
| 9   | 0,419               | 0,521 | 0,602 | 0,685 | 0,735 | 0,776  | 0,820 | 0,847  |
| 10  | 0,398               | 0,497 | 0,576 | 0,658 | 0,708 | 0,750  | 0,795 | 0,823  |
| 11  | 0,380               | 0,476 | 0,553 | 0,634 | 0,684 | 0,726  | 0,772 | 0,801  |
| 12  | 0,365               | 0,458 | 0,532 | 0,612 | 0,661 | 0,703  | 0,750 | 0,780  |
| 13  | 0,351               | 0,441 | 0,514 | 0,592 | 0,641 | 0,683  | 0,730 | 0,760  |
| 14  | 0,338               | 0,426 | 0,497 | 0,574 | 0,623 | 0,664  | 0,711 | 0,742  |
| 15  | 0,327               | 0,412 | 0,482 | 0,558 | 0,606 | 0,647  | 0,694 | 0,725  |
| 16  | 0,317               | 0,400 | 0,468 | 0,543 | 0,590 | 0,631  | 0,678 | 0,708  |
| 17  | 0,308               | 0,389 | 0,456 | 0,529 | 0,575 | 0,616  | 0,662 | 0,693  |
| 18  | 0,299               | 0,378 | 0,444 | 0,516 | 0,561 | 0,602  | 0,648 | 0,679  |
| 19  | 0,291               | 0,369 | 0,433 | 0,503 | 0,549 | 0,589  | 0,635 | 0,665  |
| 20  | 0,284               | 0,360 | 0,423 | 0,492 | 0,537 | 0,576  | 0,622 | 0,652  |
| 21  | 0,277               | 0,352 | 0,413 | 0,482 | 0,526 | 0,565  | 0,610 | 0,640  |
| 22  | 0,271               | 0,344 | 0,404 | 0,472 | 0,515 | 0,554  | 0,599 | 0,629  |
| 23  | 0,265               | 0,337 | 0,396 | 0,462 | 0,505 | 0,543  | 0,588 | 0,618  |
| 24  | 0,260               | 0,330 | 0,388 | 0,453 | 0,496 | 0,534  | 0,578 | 0,607  |
| 25  | 0,255               | 0,323 | 0,381 | 0,445 | 0,487 | 0,524  | 0,568 | 0,597  |
| 26  | 0,250               | 0,317 | 0,374 | 0,437 | 0,479 | 0,515  | 0,559 | 0,588  |
| 27  | 0,245               | 0,311 | 0,367 | 0,430 | 0,471 | 0,507  | 0,550 | 0,579  |
| 28  | 0,241               | 0,306 | 0,361 | 0,423 | 0,463 | 0,499  | 0,541 | 0,570  |
| 29  | 0,237               | 0,301 | 0,355 | 0,416 | 0,456 | 0,491  | 0,533 | 0,562  |
| 30  | 0,233               | 0,296 | 0,349 | 0,409 | 0,449 | 0,484  | 0,526 | 0,554  |
| 35  | 0,216               | 0,275 | 0,325 | 0,381 | 0,418 | 0,452  | 0,492 | 0,519  |
| 40  | 0,202               | 0,257 | 0,304 | 0,358 | 0,393 | 0,425  | 0,463 | 0,490  |
| 45  | 0,190               | 0,243 | 0,288 | 0,338 | 0,372 | 0,403  | 0,439 | 0,465  |
| 50  | 0,181               | 0,231 | 0,273 | 0,322 | 0,354 | 0,384  | 0,419 | 0,443  |
| 60  | 0,165               | 0,211 | 0,250 | 0,295 | 0,325 | 0,352  | 0,385 | 0,408  |
| 70  | 0,153               | 0,195 | 0,232 | 0,274 | 0,302 | 0,327  | 0,358 | 0,380  |
| 80  | 0,143               | 0,183 | 0,217 | 0,257 | 0,283 | 0,307  | 0,336 | 0,357  |
| 90  | 0,135               | 0,173 | 0,205 | 0,242 | 0,267 | 0,290  | 0,318 | 0,338  |
| 100   | 0,128               | 0,164 | 0,195 | 0,230 | 0,254 | 0,276  | 0,303 | 0,321  |
| 150   | 0,105               | 0,134 | 0,159 | 0,189 | 0,208 | 0,227  | 0,249 | 0,264  |
| 200   | 0,091               | 0,116 | 0,138 | 0,164 | 0,181 | 0,197  | 0,216 | 0,230  |
| 300   | 0,074               | 0,095 | 0,113 | 0,134 | 0,148 | 0,161  | 0,177 | 0,188  |
| 400   | 0,064               | 0,082 | 0,098 | 0,116 | 0,128 | 0,140  | 0,154 | 0,164  |
| 500   | 0,057               | 0,073 | 0,088 | 0,104 | 0,115 | 0,125  | 0,138 | 0,146  |
| 1000  | 0,041               | 0,052 | 0,062 | 0,073 | 0,081 | 0,089  | 0,098 | 0,104  |

# t Table

| cum. prob | $t_{.50}$        | $t_{.75}$ | $t_{.80}$ | $t_{.85}$ | $t_{.90}$ | $t_{.95}$ | $t_{.975}$ | $t_{.99}$ | $t_{.995}$ | $t_{.999}$ | $t_{.9995}$ |
|-----------|------------------|-----------|-----------|-----------|-----------|-----------|------------|-----------|------------|------------|-------------|
| one-tail  | 0.50             | 0.25      | 0.20      | 0.15      | 0.10      | 0.05      | 0.025      | 0.01      | 0.005      | 0.001      | 0.0005      |
| two-tails | 1.00             | 0.50      | 0.40      | 0.30      | 0.20      | 0.10      | 0.05       | 0.02      | 0.01       | 0.002      | 0.001       |
| df        |                  |           |           |           |           |           |            |           |            |            |             |
| 1         | 0.000            | 1.000     | 1.376     | 1.963     | 3.078     | 6.314     | 12.71      | 31.82     | 63.66      | 318.31     | 636.62      |
| 2         | 0.000            | 0.816     | 1.061     | 1.386     | 1.886     | 2.920     | 4.303      | 6.965     | 9.925      | 22.327     | 31.599      |
| 3         | 0.000            | 0.765     | 0.978     | 1.250     | 1.638     | 2.353     | 3.182      | 4.541     | 5.841      | 10.215     | 12.924      |
| 4         | 0.000            | 0.741     | 0.941     | 1.190     | 1.533     | 2.132     | 2.776      | 3.747     | 4.604      | 7.173      | 8.610       |
| 5         | 0.000            | 0.727     | 0.920     | 1.156     | 1.476     | 2.015     | 2.571      | 3.365     | 4.032      | 5.893      | 6.869       |
| 6         | 0.000            | 0.718     | 0.906     | 1.134     | 1.440     | 1.943     | 2.447      | 3.143     | 3.707      | 5.208      | 5.959       |
| 7         | 0.000            | 0.711     | 0.896     | 1.119     | 1.415     | 1.895     | 2.365      | 2.998     | 3.499      | 4.785      | 5.408       |
| 8         | 0.000            | 0.706     | 0.889     | 1.108     | 1.397     | 1.860     | 2.306      | 2.896     | 3.355      | 4.501      | 5.041       |
| 9         | 0.000            | 0.703     | 0.883     | 1.100     | 1.383     | 1.833     | 2.262      | 2.821     | 3.250      | 4.297      | 4.781       |
| 10        | 0.000            | 0.700     | 0.879     | 1.093     | 1.372     | 1.812     | 2.228      | 2.764     | 3.169      | 4.144      | 4.587       |
| 11        | 0.000            | 0.697     | 0.876     | 1.088     | 1.363     | 1.796     | 2.201      | 2.718     | 3.106      | 4.025      | 4.437       |
| 12        | 0.000            | 0.695     | 0.873     | 1.083     | 1.356     | 1.782     | 2.179      | 2.681     | 3.055      | 3.930      | 4.318       |
| 13        | 0.000            | 0.694     | 0.870     | 1.079     | 1.350     | 1.771     | 2.160      | 2.650     | 3.012      | 3.852      | 4.221       |
| 14        | 0.000            | 0.692     | 0.868     | 1.076     | 1.345     | 1.761     | 2.145      | 2.624     | 2.977      | 3.787      | 4.140       |
| 15        | 0.000            | 0.691     | 0.866     | 1.074     | 1.341     | 1.753     | 2.131      | 2.602     | 2.947      | 3.733      | 4.073       |
| 16        | 0.000            | 0.690     | 0.865     | 1.071     | 1.337     | 1.746     | 2.120      | 2.583     | 2.921      | 3.686      | 4.015       |
| 17        | 0.000            | 0.689     | 0.863     | 1.069     | 1.333     | 1.740     | 2.110      | 2.567     | 2.898      | 3.646      | 3.965       |
| 18        | 0.000            | 0.688     | 0.862     | 1.067     | 1.330     | 1.734     | 2.101      | 2.552     | 2.878      | 3.610      | 3.922       |
| 19        | 0.000            | 0.688     | 0.861     | 1.066     | 1.328     | 1.729     | 2.093      | 2.539     | 2.861      | 3.579      | 3.883       |
| 20        | 0.000            | 0.687     | 0.860     | 1.064     | 1.325     | 1.725     | 2.086      | 2.528     | 2.845      | 3.552      | 3.850       |
| 21        | 0.000            | 0.686     | 0.859     | 1.063     | 1.323     | 1.721     | 2.080      | 2.518     | 2.831      | 3.527      | 3.819       |
| 22        | 0.000            | 0.686     | 0.858     | 1.061     | 1.321     | 1.717     | 2.074      | 2.508     | 2.819      | 3.505      | 3.792       |
| 23        | 0.000            | 0.685     | 0.858     | 1.060     | 1.319     | 1.714     | 2.069      | 2.500     | 2.807      | 3.485      | 3.768       |
| 24        | 0.000            | 0.685     | 0.857     | 1.059     | 1.318     | 1.711     | 2.064      | 2.492     | 2.797      | 3.467      | 3.745       |
| 25        | 0.000            | 0.684     | 0.856     | 1.058     | 1.316     | 1.708     | 2.060      | 2.485     | 2.787      | 3.450      | 3.725       |
| 26        | 0.000            | 0.684     | 0.856     | 1.058     | 1.315     | 1.706     | 2.056      | 2.479     | 2.779      | 3.435      | 3.707       |
| 27        | 0.000            | 0.684     | 0.855     | 1.057     | 1.314     | 1.703     | 2.052      | 2.473     | 2.771      | 3.421      | 3.690       |
| 28        | 0.000            | 0.683     | 0.855     | 1.056     | 1.313     | 1.701     | 2.048      | 2.467     | 2.763      | 3.408      | 3.674       |
| 29        | 0.000            | 0.683     | 0.854     | 1.055     | 1.311     | 1.699     | 2.045      | 2.462     | 2.756      | 3.396      | 3.659       |
| 30        | 0.000            | 0.683     | 0.854     | 1.055     | 1.310     | 1.697     | 2.042      | 2.457     | 2.750      | 3.385      | 3.646       |
| 40        | 0.000            | 0.681     | 0.851     | 1.050     | 1.303     | 1.684     | 2.021      | 2.423     | 2.704      | 3.307      | 3.551       |
| 60        | 0.000            | 0.679     | 0.848     | 1.045     | 1.296     | 1.671     | 2.000      | 2.390     | 2.660      | 3.232      | 3.460       |
| 80        | 0.000            | 0.678     | 0.846     | 1.043     | 1.292     | 1.664     | 1.990      | 2.374     | 2.639      | 3.195      | 3.416       |
| 100       | 0.000            | 0.677     | 0.845     | 1.042     | 1.290     | 1.660     | 1.984      | 2.364     | 2.626      | 3.174      | 3.390       |
| 1000      | 0.000            | 0.675     | 0.842     | 1.037     | 1.282     | 1.646     | 1.962      | 2.330     | 2.581      | 3.098      | 3.300       |
| <b>Z</b>  | 0.000            | 0.674     | 0.842     | 1.036     | 1.282     | 1.645     | 1.960      | 2.326     | 2.576      | 3.090      | 3.291       |
|           | 0%               | 50%       | 60%       | 70%       | 80%       | 90%       | 95%        | 98%       | 99%        | 99.8%      | 99.9%       |
|           | Confidence Level |           |           |           |           |           |            |           |            |            |             |

## SURAT KETERANGAN MELAKUKAN PENELITIAN

Dengan ini Management PT Lotte Shopping Indonesia Semarang menerangkan bahwa :

Nama : VICTORIA BINTANG WARDANI  
No. Mahasiswa : 06295/ TI

Adalah mahasiswi Fakultas Teknologi Industri Universitas Atmajaya Yogyakarta yang telah melakukan survey / penelitian dalam rangka penulisan skripsi di PT Lotte Shopping Indonesia Semarang pada tanggal 17 – 22 Maret 2014.

Demikian surat keterangan ini disampaikan dan semoga penelitian dari yang bersangkutan ini dapat bermanfaat bagi semua pihak yang berkepentingan.

Semarang, 24 Maret 2014

PT Lotte Shopping Indonesia Semarang  
An Management



Poernomo Hantoro  
Human Resources Manager